

APPENDIX H

LEAKAGE ANALYSIS



TOWN OF SOUTHOLD

LEAKAGE ANALYSIS

A leakage analysis was conducted in order to determine whether existing businesses meet the needs of the Town's consumers. The leakage analysis examines the demand for and supply of various types of retail to determine if the existing businesses located within a given location are capturing the full retail sales potential of households within the same location.

In a leakage analysis, the demand represents the average consumer expenditures among households for various types of commercial establishments. It is important to note that these consumer expenditures do not necessarily reflect actual sales on behalf of the consumers residing within a given location. Rather, the consumer expenditures are an average, based upon industry sector-specific spending patterns of residents in the particular area under study. On the other hand, the supply represents the actual sales revenues generated by existing industries in the same location.

A leakage emerges when the demand for a product exceeds the existing supply of a product in the local market. This typically occurs when consumers purchase goods from outside of the location specified. This may be indicative of the nonexistence of retailers within a given area, or of retailers with greater selection and/or better prices elsewhere, including non-store retailers and sales occurring through mail-order sources such as catalogs and online shopping sites. The existence of a leakage indicates that there remains untapped retail potential in a given market, and it is likely that there exists demand for a given product and/or service. As such, additional opportunities within a specific industry are likely to exist.

On the contrary, a surplus exists when the existing supply of a product exceeds the demand for a product, or when retailers attract persons residing outside of a given location. Such a surplus is likely indicative of specialty retailers, or those retailers with greater selection and/or better prices than in neighboring communities. The existence of a surplus indicates that the local demand has likely been met. As such, additional retailers within such an industry are likely not demanded and may saturate the market within a given location.

A leakage or surplus is differentiated and quantified through a leakage factor – ranging from 100% to -100%. A factor of -100% indicates a complete market surplus, where demand for a product is zero. A factor of 100% indicates a complete leakage, where the existing supply of a product is zero. In the following tables, a leakage is identified by a positive number, and corresponding leakage factor between 0.1% and 100%. A surplus is identified by a negative number, and corresponding negative leakage factor between -0.1% and -100% (colored in red and in parentheses).



For the purpose at hand, this leakage analysis was performed for each of the Town's ten hamlets – including Cutchogue (**Table 3**), East Marion (**Table 4**), Fishers Island (**Table 5**), Greenport West (**Table 7**), Laurel (**Table 8**), Mattituck (**Table 9**), New Suffolk (**Table 10**), Orient (**Table 11**), Peconic (**Table 12**) and Southold Hamlet (**Table 13**). In addition, the Village of Greenport (**Table 6**) was included in this analysis since many of the Town's goods and services are located there. While the leakage analysis was prepared for each place, it is important to note that shopping patterns do not necessarily follow municipal boundaries, especially in smaller communities and hamlet centers like those found in Southold Town. For example, each hamlet cannot necessarily support its own grocery store, pharmacy or hardware store. Rather, residents of one hamlet travel to the closest provider of required goods and services, as necessary. As a result of such shopping patterns, both a townwide leakage analysis (**Table 1**) and a mainland Southold leakage analysis (**Table 2**) were conducted, allowing for a more comprehensive examination. This townwide leakage analysis and the mainland Southold leakage analysis examines Southold Town residents' shopping patterns and compares to establishments located throughout the Town. While the findings from a leakage analysis are certainly helpful for smaller geographic areas – especially as it pertains to saturation in the local market – it is important to note caution when making recommendations for opportunities in these smaller geographic areas.

Southold Town is unique in that it is both a haven for second homeowners and also a tourist destination. As seen in other sections of this plan, it was suggested that at least one-third of all homes in Town are attributed to seasonal residency by second homeowners, with up to 60% of all housing units in various parts of Town occupied by such part-time residents. In addition, a substantial number of persons visit Southold on an annual basis, coming from throughout Long Island, New York State, and beyond – bringing with them their dollars to spend in the local economy. It is important to note, however, that the expenditures of both second homeowners and visitors are not included within the demand for retail goods and services in the leakage analysis. However, important conclusions can still be drawn, especially as it pertains to an already high leakage factor for specific industry sectors.

The following tables summarize the leakage/surplus in each community, in addition to the Town as a whole and mainland Southold, organized by the potential for consumer expenditures and the actual sales generated within specific industry sectors. The potential for new businesses to locate within the Town varies dramatically, but there exist many opportunities for various industries that exhibit leakages within the Town. In such industries, the demand is likely large enough to support additional establishment(s) within the target market area, and is likely magnified to an even greater extent as a result of the strong presence of second homeowners and tourists.

A relatively small townwide leakage (with a leakage factor less than 20%) exists within the following industry sub-sectors:

- Automobile dealers;
- Household appliance stores;
- Florists;
- Clothing accessories stores;
- Hobby, toys and games stores;



- Limited-service eating places (including restaurants where patrons generally order or select items and pay before eating, cafeterias, grill buffets, and snack and nonalcoholic beverage bars such as ice cream stores and coffee shops); and
- Other miscellaneous store retailers (including pet and pet supplies stores, art dealers, tobacco stores, and those that retail a general line of new and used merchandise on an auction basis)

A moderate townwide leakage (as evidenced by a leakage factor between 20% and 50%) exists within the following industry sub-sectors:

- Furniture stores;
- Home furnishings stores;
- Optical goods stores;
- Radio, television and electronics stores;
- Home centers;
- Paint and wallpaper stores;
- Men's clothing stores;
- Family clothing stores;
- Sporting goods stores;
- Sewing/needlework/piece goods stores;
- Other clothing stores (including dress shops, costume stores, coat stores, swimwear stores and uniform stores); and
- Special food services (including food service contractors, caterers and mobile food services)

The establishments with the highest leakage factor indicate that there is significant retail potential in the Town, with relatively few (if any) establishments currently located within Southold Town. These include:

- Cosmetics, beauty supplies and perfume stores;
- Shoe stores;
- Office supplies, stationary and gift stores;
- Computer and software stores;
- Camera and photographic equipment stores;
- Children's and infants clothing stores;
- Luggage and leather goods stores;
- Musical instrument and supplies stores;
- Book stores;
- Prerecorded tapes, CDs and record stores;
- Department stores;
- Drinking places (specific to those serving alcoholic beverages, including bars, taverns and nightclubs);
- Other general merchandise stores (including warehouse clubs and supercenters); and
- Other health and personal care stores (including food supplement stores, and those that retail vitamins and nutrition supplements)

Similar leakages occur throughout mainland Southold, with all of the same industry sectors witnessing a relatively small leakage, with the exception of hobby, toys and games stores. There



actually exists a slight surplus within this industry in mainland Southold, as evidenced by a leakage factor of -0.5%. A moderate leakage exists within the same industry sectors as the townwide data, and also within gasoline stations without convenience stores. This industry shows a leakage factor of 28.6%. The establishments with the highest leakage factors in mainland Southold are the same as those throughout the entire Town.

The results of the leakage analysis have helped to identify existing leakages and surpluses on a townwide basis. These findings have been combined with the businesses appropriate for location within various parts of Southold Town, and funneled into the implementation strategies in the economic chapter of this plan. Where applicable, the specific types of industries that the Town should be focusing their efforts on attracting and retaining in the downtown areas have been recommended.



Table 1
LEAKAGE ANALYSIS: SOUTHDOLD TOWN

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$397,342,930	\$453,428,431	(\$56,085,501)	(6.6%)
Motor Vehicle and Parts Dealers-441	\$57,368,566	\$68,167,986	(\$10,799,420)	(8.6%)
<i>Automotive Dealers-4411</i>	<i>\$49,000,883</i>	<i>\$44,591,854</i>	<i>\$4,409,029</i>	<i>4.7%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$3,261,093</i>	<i>\$18,221,891</i>	<i>(\$14,960,798)</i>	<i>(69.6%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$5,106,590</i>	<i>\$5,354,241</i>	<i>(\$247,651)</i>	<i>(2.4%)</i>
Furniture and Home Furnishings Stores-442	\$9,094,480	\$4,370,724	\$4,723,756	35.1%
<i>Furniture Stores-4421</i>	<i>\$4,868,056</i>	<i>\$1,868,561</i>	<i>\$2,999,495</i>	<i>44.5%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$4,226,424</i>	<i>\$2,502,163</i>	<i>\$1,724,261</i>	<i>25.6%</i>
Electronics and Appliance Stores-443	\$9,208,632	\$3,827,525	\$5,381,107	41.3%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$6,871,728</i>	<i>\$3,513,861</i>	<i>\$3,357,867</i>	<i>32.3%</i>
<i>Household Appliances Stores-443111</i>	<i>\$1,684,020</i>	<i>\$1,406,700</i>	<i>\$277,320</i>	<i>9.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$5,187,708</i>	<i>\$2,107,161</i>	<i>\$3,080,547</i>	<i>42.2%</i>
<i>Computer and Software Stores-44312</i>	<i>\$1,935,575</i>	<i>\$313,664</i>	<i>\$1,621,911</i>	<i>72.1%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$401,329</i>	<i>\$0</i>	<i>\$401,329</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$47,438,599	\$60,616,039	(\$13,177,440)	(12.2%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$43,737,714</i>	<i>\$52,596,010</i>	<i>(\$8,858,296)</i>	<i>(9.2%)</i>
<i>Home Centers-44411</i>	<i>\$17,874,777</i>	<i>\$6,031,922</i>	<i>\$11,842,855</i>	<i>49.5%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$1,022,067</i>	<i>\$439,754</i>	<i>\$582,313</i>	<i>39.8%</i>
<i>Hardware Stores-44413</i>	<i>\$3,696,956</i>	<i>\$8,523,402</i>	<i>(\$4,826,446)</i>	<i>(39.5%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$21,143,914</i>	<i>\$37,600,932</i>	<i>(\$16,457,018)</i>	<i>(28.0%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$8,329,934</i>	<i>\$14,710,052</i>	<i>(\$6,380,118)</i>	<i>(27.7%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$3,700,885</i>	<i>\$8,020,029</i>	<i>(\$4,319,144)</i>	<i>(36.8%)</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$542,825</i>	<i>\$551,608</i>	<i>(\$8,783)</i>	<i>(0.8%)</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$3,158,060</i>	<i>\$7,468,421</i>	<i>(\$4,310,361)</i>	<i>(40.6%)</i>
Food and Beverage Stores-445	\$51,702,238	\$107,398,276	(\$55,696,038)	(35.0%)
<i>Grocery Stores-4451</i>	<i>\$47,073,401</i>	<i>\$85,846,871</i>	<i>(\$38,773,470)</i>	<i>(29.2%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$44,780,129</i>	<i>\$80,590,578</i>	<i>(\$35,810,449)</i>	<i>(28.6%)</i>
<i>Convenience Stores-44512</i>	<i>\$2,293,272</i>	<i>\$5,256,293</i>	<i>(\$2,963,021)</i>	<i>(39.2%)</i>
<i>Specialty Food Stores-4452</i>	<i>\$1,400,450</i>	<i>\$7,553,706</i>	<i>(\$6,153,256)</i>	<i>(68.7%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$3,228,387</i>	<i>\$13,997,699</i>	<i>(\$10,769,312)</i>	<i>(62.5%)</i>
Health and Personal Care Stores-446	\$22,155,240	\$28,414,760	(\$6,259,520)	(12.4%)
<i>Pharmacies and Drug Stores-44611</i>	<i>\$19,082,866</i>	<i>\$27,914,283</i>	<i>(\$8,831,417)</i>	<i>(18.8%)</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$800,758</i>	<i>\$0</i>	<i>\$800,758</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$834,465</i>	<i>\$324,086</i>	<i>\$510,379</i>	<i>44.1%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$1,437,151</i>	<i>\$176,391</i>	<i>\$1,260,760</i>	<i>78.1%</i>
Gasoline Stations-447	\$43,406,937	\$68,419,652	(\$25,012,715)	(22.4%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$32,123,842</i>	<i>\$55,298,874</i>	<i>(\$23,175,032)</i>	<i>(26.5%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$11,283,095</i>	<i>\$13,120,778</i>	<i>(\$1,837,683)</i>	<i>(7.5%)</i>
Clothing and Clothing Accessories Stores-448	\$17,469,965	\$10,235,264	\$7,234,701	26.1%
<i>Clothing Stores-4481</i>	<i>\$12,423,257</i>	<i>\$7,262,891</i>	<i>\$5,160,366</i>	<i>26.2%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$838,259</i>	<i>\$316,458</i>	<i>\$521,801</i>	<i>45.2%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$3,060,764</i>	<i>\$4,075,772</i>	<i>(\$1,015,008)</i>	<i>(14.2%)</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$651,110</i>	<i>\$0</i>	<i>\$651,110</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$6,743,871</i>	<i>\$2,281,464</i>	<i>\$4,462,407</i>	<i>49.4%</i>



NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$302,562	\$251,762	\$50,800	9.2%
Other Clothing Stores-44819	\$826,691	\$337,435	\$489,256	42.0%
Shoe Stores-4482	\$2,201,864	\$0	\$2,201,864	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$2,844,844	\$2,972,373	(\$127,529)	(2.2%)
Jewelry Stores-44831	\$2,636,528	\$2,972,373	(\$335,845)	(6.0%)
Luggage and Leather Goods Stores-44832	\$208,316	\$0	\$208,316	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$7,175,645	\$4,887,106	\$2,288,539	19.0%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$4,975,606	\$3,231,979	\$1,743,627	21.2%
Sporting Goods Stores-45111	\$2,470,168	\$1,431,960	\$1,038,208	26.6%
Hobby, Toys and Games Stores-45112	\$1,643,299	\$1,621,514	\$21,785	0.7%
Sew/Needlework/Piece Goods Stores-45113	\$391,884	\$178,505	\$213,379	37.4%
Musical Instrument and Supplies Stores-45114	\$470,255	\$0	\$470,255	100.0%
Book, Periodical and Music Stores-4512	\$2,200,039	\$1,655,127	\$544,912	14.1%
Book Stores and News Dealers-45121	\$1,523,892	\$1,655,127	(\$131,235)	(4.1%)
Book Stores-451211	\$1,439,172	\$219,868	\$1,219,304	73.5%
News Dealers and Newsstands-451212	\$84,720	\$1,435,259	(\$1,350,539)	(88.9%)
Prerecorded Tapes, CDs, Record Stores-45122	\$676,147	\$0	\$676,147	100.0%
General Merchandise Stores-452	\$51,859,743	\$1,255,229	\$50,604,514	95.3%
Department Stores (Excluding Leased Departments)-4521	\$25,178,880	\$1,255,229	\$23,923,651	90.5%
Other General Merchandise Stores-4529	\$26,680,863	\$0	\$26,680,863	100.0%
Miscellaneous Store Retailers-453	\$9,242,272	\$7,409,633	\$1,832,639	11.0%
Florists-4531	\$790,831	\$627,370	\$163,461	11.5%
Office Supplies, Stationery, Gift Stores-4532	\$4,095,211	\$2,616,990	\$1,478,221	22.0%
Office Supplies and Stationery Stores-45321	\$2,327,432	\$0	\$2,327,432	100.0%
Gift, Novelty and Souvenir Stores-45322	\$1,767,779	\$2,616,990	(\$849,211)	(19.4%)
Used Merchandise Stores-4533	\$868,562	\$967,016	(\$98,454)	(5.4%)
Other Miscellaneous Store Retailers-4539	\$3,487,668	\$3,198,257	\$289,411	4.3%
Non-Store Retailers-454	\$30,527,524	\$49,266,282	(\$18,738,758)	(23.5%)
Foodservice and Drinking Places-722	\$40,693,089	\$39,159,955	\$1,533,134	1.9%
Full-Service Restaurants-7221	\$18,301,653	\$21,440,834	(\$3,139,181)	(7.9%)
Limited-Service Eating Places-7222	\$16,945,655	\$16,009,592	\$936,063	2.8%
Special Foodservices-7223	\$3,417,660	\$1,315,023	\$2,102,637	44.4%
Drinking Places -Alcoholic Beverages-7224	\$2,028,121	\$394,506	\$1,633,615	67.4%
GAFO *	\$98,903,676	\$27,192,838	\$71,710,838	56.9%
General Merchandise Stores-452	\$51,859,743	\$1,255,229	\$50,604,514	95.3%
Clothing and Clothing Accessories Stores-448	\$17,469,965	\$10,235,264	\$7,234,701	26.1%
Furniture and Home Furnishings Stores-442	\$9,094,480	\$4,370,724	\$4,723,756	35.1%
Electronics and Appliance Stores-443	\$9,208,632	\$3,827,525	\$5,381,107	41.3%
Sporting Goods, Hobby, Book, Music Stores-451	\$7,175,645	\$4,887,106	\$2,288,539	19.0%
Office Supplies, Stationery, Gift Stores-4532	\$4,095,211	\$2,616,990	\$1,478,221	22.0%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 2
LEAKAGE ANALYSIS: MAINLAND SOUTHOLD

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$387,830,343	\$435,355,916	(\$47,525,573)	(5.8%)
Motor Vehicle and Parts Dealers-441	\$55,849,003	\$67,803,550	(\$11,954,547)	(9.7%)
<i>Automotive Dealers-4411</i>	<i>\$47,719,232</i>	<i>\$44,591,854</i>	<i>\$3,127,378</i>	<i>3.4%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$3,161,472</i>	<i>\$17,857,455</i>	<i>(\$14,695,983)</i>	<i>(69.9%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$4,968,299</i>	<i>\$5,354,241</i>	<i>(\$385,942)</i>	<i>(3.7%)</i>
Furniture and Home Furnishings Stores-442	\$8,891,212	\$4,370,724	\$4,520,488	34.1%
<i>Furniture Stores-4421</i>	<i>\$4,755,636</i>	<i>\$1,868,561</i>	<i>\$2,887,075</i>	<i>43.6%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$4,135,576</i>	<i>\$2,502,163</i>	<i>\$1,633,413</i>	<i>24.6%</i>
Electronics and Appliance Stores-443	\$8,987,974	\$3,827,525	\$5,160,449	40.3%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$6,707,508</i>	<i>\$3,513,861</i>	<i>\$3,193,647</i>	<i>31.2%</i>
<i>Household Appliances Stores-443111</i>	<i>\$1,647,378</i>	<i>\$1,406,700</i>	<i>\$240,678</i>	<i>7.9%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$5,060,130</i>	<i>\$2,107,161</i>	<i>\$2,952,969</i>	<i>41.2%</i>
<i>Computer and Software Stores-44312</i>	<i>\$1,888,467</i>	<i>\$313,664</i>	<i>\$1,574,803</i>	<i>71.5%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$391,999</i>	<i>\$0</i>	<i>\$391,999</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$46,513,869	\$60,028,219	(\$13,514,350)	(12.7%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$42,892,812</i>	<i>\$52,008,190</i>	<i>(\$9,115,378)</i>	<i>(9.6%)</i>
<i>Home Centers-44411</i>	<i>\$17,523,242</i>	<i>\$6,031,922</i>	<i>\$11,491,320</i>	<i>48.8%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$1,003,439</i>	<i>\$439,754</i>	<i>\$563,685</i>	<i>39.1%</i>
<i>Hardware Stores-44413</i>	<i>\$3,623,707</i>	<i>\$7,935,582</i>	<i>(\$4,311,875)</i>	<i>(37.3%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$20,742,424</i>	<i>\$37,600,932</i>	<i>(\$16,858,508)</i>	<i>(28.9%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$8,172,553</i>	<i>\$14,710,052</i>	<i>(\$6,537,499)</i>	<i>(28.6%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$3,621,057</i>	<i>\$8,020,029</i>	<i>(\$4,398,972)</i>	<i>(37.8%)</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$531,211</i>	<i>\$551,608</i>	<i>(\$20,397)</i>	<i>(1.9%)</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$3,089,846</i>	<i>\$7,468,421</i>	<i>(\$4,378,575)</i>	<i>(41.5%)</i>
Food and Beverage Stores-445	\$50,470,245	\$99,351,737	(\$48,881,492)	(32.6%)
<i>Grocery Stores-4451</i>	<i>\$45,954,710</i>	<i>\$78,765,691</i>	<i>(\$32,810,981)</i>	<i>(26.3%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$43,718,109</i>	<i>\$73,509,398</i>	<i>(\$29,791,289)</i>	<i>(25.4%)</i>
<i>Convenience Stores-44512</i>	<i>\$2,236,601</i>	<i>\$5,256,293</i>	<i>(\$3,019,692)</i>	<i>(40.3%)</i>
<i>Specialty Food Stores-4452</i>	<i>\$1,367,176</i>	<i>\$7,553,706</i>	<i>(\$6,186,530)</i>	<i>(69.3%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$3,148,359</i>	<i>\$13,032,340</i>	<i>(\$9,883,981)</i>	<i>(61.1%)</i>
Health and Personal Care Stores-446	\$21,670,080	\$28,414,760	(\$6,744,680)	(13.5%)
<i>Pharmacies and Drug Stores-44611</i>	<i>\$18,665,562</i>	<i>\$27,914,283</i>	<i>(\$9,248,721)</i>	<i>(19.9%)</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$783,553</i>	<i>\$0</i>	<i>\$783,553</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$814,921</i>	<i>\$324,086</i>	<i>\$490,835</i>	<i>43.1%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$1,406,044</i>	<i>\$176,391</i>	<i>\$1,229,653</i>	<i>77.7%</i>
Gasoline Stations-447	\$42,250,282	\$61,390,667	(\$19,140,385)	(18.5%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$31,268,976</i>	<i>\$55,298,874</i>	<i>(\$24,029,898)</i>	<i>(27.8%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$10,981,306</i>	<i>\$6,091,793</i>	<i>\$4,889,513</i>	<i>28.6%</i>
Clothing and Clothing Accessories Stores-448	\$17,051,455	\$10,235,264	\$6,816,191	25.0%
<i>Clothing Stores-4481</i>	<i>\$12,127,686</i>	<i>\$7,262,891</i>	<i>\$4,864,795</i>	<i>25.1%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$817,225</i>	<i>\$316,458</i>	<i>\$500,767</i>	<i>44.2%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$2,988,445</i>	<i>\$4,075,772</i>	<i>(\$1,087,327)</i>	<i>(15.4%)</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$636,712</i>	<i>\$0</i>	<i>\$636,712</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$6,582,777</i>	<i>\$2,281,464</i>	<i>\$4,301,313</i>	<i>48.5%</i>



NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$295,342	\$251,762	\$43,580	8.0%
Other Clothing Stores-44819	\$807,185	\$337,435	\$469,750	41.0%
Shoe Stores-4482	\$2,148,387	\$0	\$2,148,387	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$2,775,382	\$2,972,373	(\$196,991)	(3.4%)
Jewelry Stores-44831	\$2,572,085	\$2,972,373	(\$400,288)	(7.2%)
Luggage and Leather Goods Stores-44832	\$203,297	\$0	\$203,297	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$7,003,949	\$4,510,271	\$2,493,678	21.7%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$4,860,798	\$2,855,144	\$2,005,654	26.0%
Sporting Goods Stores-45111	\$2,414,682	\$1,055,125	\$1,359,557	39.2%
Hobby, Toys and Games Stores-45112	\$1,604,809	\$1,621,514	(\$16,705)	(0.5%)
Sew/Needlework/Piece Goods Stores-45113	\$382,997	\$178,505	\$204,492	36.4%
Musical Instrument and Supplies Stores-45114	\$458,310	\$0	\$458,310	100.0%
Book, Periodical and Music Stores-4512	\$2,143,151	\$1,655,127	\$488,024	12.8%
Book Stores and News Dealers-45121	\$1,484,124	\$1,655,127	(\$171,003)	(5.4%)
Book Stores-451211	\$1,401,474	\$219,868	\$1,181,606	72.9%
News Dealers and Newsstands-451212	\$82,650	\$1,435,259	(\$1,352,609)	(89.1%)
Prerecorded Tapes, CDs, Record Stores-45122	\$659,027	\$0	\$659,027	100.0%
General Merchandise Stores-452	\$50,645,926	\$1,255,229	\$49,390,697	95.2%
Department Stores (Excluding Leased Departments)-4521	\$24,594,079	\$1,255,229	\$23,338,850	90.3%
Other General Merchandise Stores-4529	\$26,051,847	\$0	\$26,051,847	100.0%
Miscellaneous Store Retailers-453	\$9,014,899	\$7,154,317	\$1,860,582	11.5%
Florists-4531	\$774,074	\$627,370	\$146,704	10.5%
Office Supplies, Stationery, Gift Stores-4532	\$3,997,039	\$2,361,674	\$1,635,365	25.7%
Office Supplies and Stationery Stores-45321	\$2,271,522	\$0	\$2,271,522	100.0%
Gift, Novelty and Souvenir Stores-45322	\$1,725,517	\$2,361,674	(\$636,157)	(15.6%)
Used Merchandise Stores-4533	\$847,809	\$967,016	(\$119,207)	(6.6%)
Other Miscellaneous Store Retailers-4539	\$3,395,977	\$3,198,257	\$197,720	3.0%
Non-Store Retailers-454	\$29,810,655	\$49,266,282	(\$19,455,627)	(24.6%)
Foodservice and Drinking Places-722	\$39,670,794	\$37,747,371	\$1,923,423	2.5%
Full-Service Restaurants-7221	\$17,841,382	\$21,282,013	(\$3,440,631)	(8.8%)
Limited-Service Eating Places-7222	\$16,520,833	\$14,755,829	\$1,765,004	5.6%
Special Foodservices-7223	\$3,332,000	\$1,315,023	\$2,016,977	43.4%
Drinking Places -Alcoholic Beverages-7224	\$1,976,579	\$394,506	\$1,582,073	66.7%
GAFO *	\$96,577,555	\$26,560,687	\$70,016,868	56.9%
General Merchandise Stores-452	\$50,645,926	\$1,255,229	\$49,390,697	95.2%
Clothing and Clothing Accessories Stores-448	\$17,051,455	\$10,235,264	\$6,816,191	25.0%
Furniture and Home Furnishings Stores-442	\$8,891,212	\$4,370,724	\$4,520,488	34.1%
Electronics and Appliance Stores-443	\$8,987,974	\$3,827,525	\$5,160,449	40.3%
Sporting Goods, Hobby, Book, Music Stores-451	\$7,003,949	\$4,510,271	\$2,493,678	21.7%
Office Supplies, Stationery, Gift Stores-4532	\$3,997,039	\$2,361,674	\$1,635,365	25.7%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 3
LEAKAGE ANALYSIS: CUTCHOGUE

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$58,325,958	\$62,021,438	(\$3,695,480)	(3.1%)
Motor Vehicle and Parts Dealers-441	\$8,982,785	\$2,479,860	\$6,502,925	56.7%
<i>Automotive Dealers-4411</i>	<i>\$7,642,362</i>	<i>\$818,199</i>	<i>\$6,824,163</i>	<i>80.7%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$598,519</i>	<i>\$0</i>	<i>\$598,519</i>	<i>100.0%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$741,904</i>	<i>\$1,661,661</i>	<i>(\$919,757)</i>	<i>(38.3%)</i>
Furniture and Home Furnishings Stores-442	\$1,432,373	\$186,530	\$1,245,843	77.0%
<i>Furniture Stores-4421</i>	<i>\$774,076</i>	<i>\$186,530</i>	<i>\$587,546</i>	<i>61.2%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$658,297</i>	<i>\$0</i>	<i>\$658,297</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$1,406,007	\$1,132,790	\$273,217	10.8%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$1,048,154</i>	<i>\$944,591</i>	<i>\$103,563</i>	<i>5.2%</i>
<i>Household Appliances Stores-443111</i>	<i>\$251,861</i>	<i>\$0</i>	<i>\$251,861</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$796,293</i>	<i>\$944,591</i>	<i>(\$148,298)</i>	<i>(8.5%)</i>
<i>Computer and Software Stores-44312</i>	<i>\$295,200</i>	<i>\$188,199</i>	<i>\$107,001</i>	<i>22.1%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$62,653</i>	<i>\$0</i>	<i>\$62,653</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$7,155,002	\$5,392,557	\$1,762,445	14.0%
<i>Building Material and Supply Dealers-4441</i>	<i>\$6,588,244</i>	<i>\$3,388,836</i>	<i>\$3,199,408</i>	<i>32.1%</i>
<i>Home Centers-44411</i>	<i>\$2,703,655</i>	<i>\$0</i>	<i>\$2,703,655</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$159,727</i>	<i>\$0</i>	<i>\$159,727</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$558,471</i>	<i>\$587,820</i>	<i>(\$29,349)</i>	<i>(2.6%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$3,166,391</i>	<i>\$2,801,016</i>	<i>\$365,375</i>	<i>6.1%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$1,246,004</i>	<i>\$1,095,799</i>	<i>\$150,205</i>	<i>6.4%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$566,758</i>	<i>\$2,003,721</i>	<i>(\$1,436,963)</i>	<i>(55.9%)</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$83,992</i>	<i>\$0</i>	<i>\$83,992</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$482,766</i>	<i>\$2,003,721</i>	<i>(\$1,520,955)</i>	<i>(61.2%)</i>
Food and Beverage Stores-445	\$7,119,258	\$30,590,747	(\$23,471,489)	(62.2%)
<i>Grocery Stores-4451</i>	<i>\$6,462,311</i>	<i>\$26,975,924</i>	<i>(\$20,513,613)</i>	<i>(61.3%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$6,150,003</i>	<i>\$26,975,924</i>	<i>(\$20,825,921)</i>	<i>(62.9%)</i>
<i>Convenience Stores-44512</i>	<i>\$312,308</i>	<i>\$0</i>	<i>\$312,308</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$191,768</i>	<i>\$1,201,426</i>	<i>(\$1,009,658)</i>	<i>(72.5%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$465,179</i>	<i>\$2,413,397</i>	<i>(\$1,948,218)</i>	<i>(67.7%)</i>
Health and Personal Care Stores-446	\$3,037,891	\$1,719,756	\$1,318,135	27.7%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$2,609,235</i>	<i>\$1,719,756</i>	<i>\$889,479</i>	<i>20.5%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$108,572</i>	<i>\$0</i>	<i>\$108,572</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$125,406</i>	<i>\$0</i>	<i>\$125,406</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$194,678</i>	<i>\$0</i>	<i>\$194,678</i>	<i>100.0%</i>
Gasoline Stations-447	\$6,087,502	\$18,528,033	(\$12,440,531)	(50.5%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$4,489,219</i>	<i>\$16,185,037</i>	<i>(\$11,695,818)</i>	<i>(56.6%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$1,598,283</i>	<i>\$2,342,996</i>	<i>(\$744,713)</i>	<i>(18.9%)</i>
Clothing and Clothing Accessories Stores-448	\$2,718,869	\$0	\$2,718,869	100.0%
<i>Clothing Stores-4481</i>	<i>\$1,924,184</i>	<i>\$0</i>	<i>\$1,924,184</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$130,802</i>	<i>\$0</i>	<i>\$130,802</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$481,742</i>	<i>\$0</i>	<i>\$481,742</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$91,511</i>	<i>\$0</i>	<i>\$91,511</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$1,043,950</i>	<i>\$0</i>	<i>\$1,043,950</i>	<i>100.0%</i>



Town of Southold
Leakage Analysis

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$47,903	\$0	\$47,903	100.0%
Other Clothing Stores-44819	\$128,276	\$0	\$128,276	100.0%
Shoe Stores-4482	\$330,636	\$0	\$330,636	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$464,049	\$0	\$464,049	100.0%
Jewelry Stores-44831	\$433,134	\$0	\$433,134	100.0%
Luggage and Leather Goods Stores-44832	\$30,915	\$0	\$30,915	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$1,134,477	\$211,619	\$922,858	68.6%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$790,100	\$211,619	\$578,481	57.7%
Sporting Goods Stores-45111	\$407,369	\$37,486	\$369,883	83.1%
Hobby, Toys and Games Stores-45112	\$247,806	\$85,343	\$162,463	48.8%
Sew/Needlework/Piece Goods Stores-45113	\$59,180	\$88,790	(\$29,610)	(20.0%)
Musical Instrument and Supplies Stores-45114	\$75,745	\$0	\$75,745	100.0%
Book, Periodical and Music Stores-4512	\$344,377	\$0	\$344,377	100.0%
Book Stores and News Dealers-45121	\$237,163	\$0	\$237,163	100.0%
Book Stores-451211	\$224,888	\$0	\$224,888	100.0%
News Dealers and Newsstands-451212	\$12,275	\$0	\$12,275	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$107,214	\$0	\$107,214	100.0%
General Merchandise Stores-452	\$7,615,805	\$0	\$7,615,805	100.0%
Department Stores (Excluding Leased Departments)-4521	\$3,776,470	\$0	\$3,776,470	100.0%
Other General Merchandise Stores-4529	\$3,839,335	\$0	\$3,839,335	100.0%
Miscellaneous Store Retailers-453	\$1,367,479	\$294,494	\$1,072,985	64.6%
Florists-4531	\$121,469	\$0	\$121,469	100.0%
Office Supplies, Stationery, Gift Stores-4532	\$609,209	\$126,996	\$482,213	65.5%
Office Supplies and Stationery Stores-45321	\$346,482	\$0	\$346,482	100.0%
Gift, Novelty and Souvenir Stores-45322	\$262,727	\$126,996	\$135,731	34.8%
Used Merchandise Stores-4533	\$133,261	\$111,386	\$21,875	8.9%
Other Miscellaneous Store Retailers-4539	\$503,540	\$56,112	\$447,428	79.9%
Non-Store Retailers-454	\$4,419,155	\$0	\$4,419,155	100.0%
Foodservice and Drinking Places-722	\$5,849,355	\$1,485,052	\$4,364,303	59.5%
Full-Service Restaurants-7221	\$2,637,895	\$855,989	\$1,781,906	51.0%
Limited-Service Eating Places-7222	\$2,420,339	\$383,773	\$2,036,566	72.6%
Special Foodservices-7223	\$489,285	\$245,290	\$243,995	33.2%
Drinking Places -Alcoholic Beverages-7224	\$301,836	\$0	\$301,836	100.0%
GAFO *	\$14,916,740	\$1,657,935	\$13,258,805	80.0%
General Merchandise Stores-452	\$7,615,805	\$0	\$7,615,805	100.0%
Clothing and Clothing Accessories Stores-448	\$2,718,869	\$0	\$2,718,869	100.0%
Furniture and Home Furnishings Stores-442	\$1,432,373	\$186,530	\$1,245,843	77.0%
Electronics and Appliance Stores-443	\$1,406,007	\$1,132,790	\$273,217	10.8%
Sporting Goods, Hobby, Book, Music Stores-451	\$1,134,477	\$211,619	\$922,858	68.6%
Office Supplies, Stationery, Gift Stores-4532	\$609,209	\$126,996	\$482,213	65.5%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 4
LEAKAGE ANALYSIS: EAST MARION

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$14,671,317	\$1,213,746	\$13,457,571	84.7%
Motor Vehicle and Parts Dealers-441	\$1,928,509	\$0	\$1,928,509	100.0%
<i>Automotive Dealers-4411</i>	<i>\$1,646,495</i>	<i>\$0</i>	<i>\$1,646,495</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$86,905</i>	<i>\$0</i>	<i>\$86,905</i>	<i>100.0%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$195,109</i>	<i>\$0</i>	<i>\$195,109</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$312,030	\$0	\$312,030	100.0%
<i>Furniture Stores-4421</i>	<i>\$162,693</i>	<i>\$0</i>	<i>\$162,693</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$149,337</i>	<i>\$0</i>	<i>\$149,337</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$319,274	\$0	\$319,274	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$239,137</i>	<i>\$0</i>	<i>\$239,137</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$61,516</i>	<i>\$0</i>	<i>\$61,516</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$177,621</i>	<i>\$0</i>	<i>\$177,621</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$66,910</i>	<i>\$0</i>	<i>\$66,910</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$13,227</i>	<i>\$0</i>	<i>\$13,227</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$1,762,212	\$659,666	\$1,102,546	45.5%
<i>Building Material and Supply Dealers-4441</i>	<i>\$1,628,377</i>	<i>\$659,666</i>	<i>\$968,711</i>	<i>42.3%</i>
<i>Home Centers-44411</i>	<i>\$662,075</i>	<i>\$0</i>	<i>\$662,075</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$37,580</i>	<i>\$0</i>	<i>\$37,580</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$138,003</i>	<i>\$0</i>	<i>\$138,003</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$790,719</i>	<i>\$659,666</i>	<i>\$131,053</i>	<i>9.0%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$311,160</i>	<i>\$258,073</i>	<i>\$53,087</i>	<i>9.3%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$133,835</i>	<i>\$0</i>	<i>\$133,835</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$19,381</i>	<i>\$0</i>	<i>\$19,381</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$114,454</i>	<i>\$0</i>	<i>\$114,454</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$2,039,913	\$404,329	\$1,635,584	66.9%
<i>Grocery Stores-4451</i>	<i>\$1,864,166</i>	<i>\$404,329</i>	<i>\$1,459,837</i>	<i>64.4%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$1,773,839</i>	<i>\$0</i>	<i>\$1,773,839</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$90,327</i>	<i>\$404,329</i>	<i>(\$314,002)</i>	<i>(63.5%)</i>
<i>Specialty Food Stores-4452</i>	<i>\$55,226</i>	<i>\$0</i>	<i>\$55,226</i>	<i>100.0%</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$120,521</i>	<i>\$0</i>	<i>\$120,521</i>	<i>100.0%</i>
Health and Personal Care Stores-446	\$921,966	\$0	\$921,966	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$797,142</i>	<i>\$0</i>	<i>\$797,142</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$33,995</i>	<i>\$0</i>	<i>\$33,995</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$30,056</i>	<i>\$0</i>	<i>\$30,056</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$60,773</i>	<i>\$0</i>	<i>\$60,773</i>	<i>100.0%</i>
Gasoline Stations-447	\$1,678,437	\$0	\$1,678,437	100.0%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$1,244,252</i>	<i>\$0</i>	<i>\$1,244,252</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$434,185</i>	<i>\$0</i>	<i>\$434,185</i>	<i>100.0%</i>
Clothing and Clothing Accessories Stores-448	\$565,581	\$0	\$565,581	100.0%
<i>Clothing Stores-4481</i>	<i>\$403,431</i>	<i>\$0</i>	<i>\$403,431</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$26,847</i>	<i>\$0</i>	<i>\$26,847</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$98,031</i>	<i>\$0</i>	<i>\$98,031</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$22,351</i>	<i>\$0</i>	<i>\$22,351</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$219,288</i>	<i>\$0</i>	<i>\$219,288</i>	<i>100.0%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$9,687	\$0	\$9,687	100.0%
Other Clothing Stores-44819	\$27,227	\$0	\$27,227	100.0%
<i>Shoe Stores-4482</i>	<i>\$71,153</i>	<i>\$0</i>	<i>\$71,153</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$90,997</i>	<i>\$0</i>	<i>\$90,997</i>	<i>100.0%</i>
Jewelry Stores-44831	\$83,402	\$0	\$83,402	100.0%
Luggage and Leather Goods Stores-44832	\$7,595	\$0	\$7,595	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$233,375	\$75,365	\$158,010	51.2%
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$159,844</i>	<i>\$75,365</i>	<i>\$84,479</i>	<i>35.9%</i>
Sporting Goods Stores-45111	\$73,412	\$75,365	(\$1,953)	(1.3%)
Hobby, Toys and Games Stores-45112	\$57,356	\$0	\$57,356	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$14,128	\$0	\$14,128	100.0%
Musical Instrument and Supplies Stores-45114	\$14,948	\$0	\$14,948	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$73,531</i>	<i>\$0</i>	<i>\$73,531</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$51,561	\$0	\$51,561	100.0%
Book Stores-451211	\$48,391	\$0	\$48,391	100.0%
News Dealers and Newsstands-451212	\$3,170	\$0	\$3,170	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$21,970	\$0	\$21,970	100.0%
General Merchandise Stores-452	\$1,898,587	\$0	\$1,898,587	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$892,801</i>	<i>\$0</i>	<i>\$892,801</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$1,005,786</i>	<i>\$0</i>	<i>\$1,005,786</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$342,591	\$74,386	\$268,205	64.3%
<i>Florists-4531</i>	<i>\$28,466</i>	<i>\$0</i>	<i>\$28,466</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$149,541</i>	<i>\$0</i>	<i>\$149,541</i>	<i>100.0%</i>
Office Supplies and Stationery Stores-45321	\$84,982	\$0	\$84,982	100.0%
Gift, Novelty and Souvenir Stores-45322	\$64,559	\$0	\$64,559	100.0%
<i>Used Merchandise Stores-4533</i>	<i>\$29,870</i>	<i>\$74,386</i>	<i>(\$44,516)</i>	<i>(42.7%)</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$134,714</i>	<i>\$0</i>	<i>\$134,714</i>	<i>100.0%</i>
Non-Store Retailers-454	\$1,152,875	\$0	\$1,152,875	100.0%
Foodservice and Drinking Places-722	\$1,515,967	\$0	\$1,515,967	100.0%
<i>Full-Service Restaurants-7221</i>	<i>\$680,671</i>	<i>\$0</i>	<i>\$680,671</i>	<i>100.0%</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$633,660</i>	<i>\$0</i>	<i>\$633,660</i>	<i>100.0%</i>
<i>Special Foodservices-7223</i>	<i>\$127,614</i>	<i>\$0</i>	<i>\$127,614</i>	<i>100.0%</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$74,022</i>	<i>\$0</i>	<i>\$74,022</i>	<i>100.0%</i>
GAFO *	\$3,478,388	\$75,365	\$3,403,023	95.8%
<i>General Merchandise Stores-452</i>	<i>\$1,898,587</i>	<i>\$0</i>	<i>\$1,898,587</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$565,581</i>	<i>\$0</i>	<i>\$565,581</i>	<i>100.0%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$312,030</i>	<i>\$0</i>	<i>\$312,030</i>	<i>100.0%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$319,274</i>	<i>\$0</i>	<i>\$319,274</i>	<i>100.0%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$233,375</i>	<i>\$75,365</i>	<i>\$158,010</i>	<i>51.2%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$149,541</i>	<i>\$0</i>	<i>\$149,541</i>	<i>100.0%</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 5
LEAKAGE ANALYSIS: FISHERS ISLAND

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$9,512,587	\$18,072,515	(\$8,559,928)	(31.0%)
Motor Vehicle and Parts Dealers-441	\$1,519,563	\$364,436	\$1,155,127	61.3%
<i>Automotive Dealers-4411</i>	<i>\$1,281,651</i>	<i>\$0</i>	<i>\$1,281,651</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$99,621</i>	<i>\$364,436</i>	<i>(\$264,815)</i>	<i>(57.1%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$138,291</i>	<i>\$0</i>	<i>\$138,291</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$203,268	\$0	\$203,268	100.0%
<i>Furniture Stores-4421</i>	<i>\$112,420</i>	<i>\$0</i>	<i>\$112,420</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$90,848</i>	<i>\$0</i>	<i>\$90,848</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$220,658	\$0	\$220,658	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$164,220</i>	<i>\$0</i>	<i>\$164,220</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$36,642</i>	<i>\$0</i>	<i>\$36,642</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$127,578</i>	<i>\$0</i>	<i>\$127,578</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$47,108</i>	<i>\$0</i>	<i>\$47,108</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$9,330</i>	<i>\$0</i>	<i>\$9,330</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$924,730	\$587,820	\$336,910	22.3%
<i>Building Material and Supply Dealers-4441</i>	<i>\$844,902</i>	<i>\$587,820</i>	<i>\$257,082</i>	<i>17.9%</i>
<i>Home Centers-44411</i>	<i>\$351,535</i>	<i>\$0</i>	<i>\$351,535</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$18,628</i>	<i>\$0</i>	<i>\$18,628</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$73,249</i>	<i>\$587,820</i>	<i>(\$514,571)</i>	<i>(77.8%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$401,490</i>	<i>\$0</i>	<i>\$401,490</i>	<i>100.0%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$157,381</i>	<i>\$0</i>	<i>\$157,381</i>	<i>100.0%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$79,828</i>	<i>\$0</i>	<i>\$79,828</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$11,614</i>	<i>\$0</i>	<i>\$11,614</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$68,214</i>	<i>\$0</i>	<i>\$68,214</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$1,231,993	\$8,046,539	(\$6,814,546)	(73.4%)
<i>Grocery Stores-4451</i>	<i>\$1,118,691</i>	<i>\$7,081,180</i>	<i>(\$5,962,489)</i>	<i>(72.7%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$1,062,020</i>	<i>\$7,081,180</i>	<i>(\$6,019,160)</i>	<i>(73.9%)</i>
<i>Convenience Stores-44512</i>	<i>\$56,671</i>	<i>\$0</i>	<i>\$56,671</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$33,274</i>	<i>\$0</i>	<i>\$33,274</i>	<i>100.0%</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$80,028</i>	<i>\$965,359</i>	<i>(\$885,331)</i>	<i>(84.7%)</i>
Health and Personal Care Stores-446	\$485,160	\$0	\$485,160	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$417,304</i>	<i>\$0</i>	<i>\$417,304</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$17,205</i>	<i>\$0</i>	<i>\$17,205</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$19,544</i>	<i>\$0</i>	<i>\$19,544</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$31,107</i>	<i>\$0</i>	<i>\$31,107</i>	<i>100.0%</i>
Gasoline Stations-447	\$1,156,655	\$7,028,985	(\$5,872,330)	(71.7%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$854,866</i>	<i>\$0</i>	<i>\$854,866</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$301,789</i>	<i>\$7,028,985</i>	<i>(\$6,727,196)</i>	<i>(91.8%)</i>
Clothing and Clothing Accessories Stores-448	\$418,510	\$0	\$418,510	100.0%
<i>Clothing Stores-4481</i>	<i>\$295,571</i>	<i>\$0</i>	<i>\$295,571</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$21,034</i>	<i>\$0</i>	<i>\$21,034</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$72,319</i>	<i>\$0</i>	<i>\$72,319</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$14,398</i>	<i>\$0</i>	<i>\$14,398</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$161,094</i>	<i>\$0</i>	<i>\$161,094</i>	<i>100.0%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$7,220	\$0	\$7,220	100.0%
Other Clothing Stores-44819	\$19,506	\$0	\$19,506	100.0%
<i>Shoe Stores-4482</i>	<i>\$53,477</i>	<i>\$0</i>	<i>\$53,477</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$69,462</i>	<i>\$0</i>	<i>\$69,462</i>	<i>100.0%</i>
Jewelry Stores-44831	\$64,443	\$0	\$64,443	100.0%
Luggage and Leather Goods Stores-44832	\$5,019	\$0	\$5,019	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$171,696	\$376,835	(\$205,139)	(37.4%)
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$114,808</i>	<i>\$376,835</i>	<i>(\$262,027)</i>	<i>(53.3%)</i>
Sporting Goods Stores-45111	\$55,486	\$376,835	(\$321,349)	(74.3%)
Hobby, Toys and Games Stores-45112	\$38,490	\$0	\$38,490	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$8,887	\$0	\$8,887	100.0%
Musical Instrument and Supplies Stores-45114	\$11,945	\$0	\$11,945	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$56,888</i>	<i>\$0</i>	<i>\$56,888</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$39,768	\$0	\$39,768	100.0%
Book Stores-451211	\$37,698	\$0	\$37,698	100.0%
News Dealers and Newsstands-451212	\$2,070	\$0	\$2,070	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$17,120	\$0	\$17,120	100.0%
General Merchandise Stores-452	\$1,213,817	\$0	\$1,213,817	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$584,801</i>	<i>\$0</i>	<i>\$584,801</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$629,016</i>	<i>\$0</i>	<i>\$629,016</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$227,373	\$255,316	(\$27,943)	(5.8%)
<i>Florists-4531</i>	<i>\$16,757</i>	<i>\$0</i>	<i>\$16,757</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$98,172</i>	<i>\$255,316</i>	<i>(\$157,144)</i>	<i>(44.5%)</i>
Office Supplies and Stationery Stores-45321	\$55,910	\$0	\$55,910	100.0%
Gift, Novelty and Souvenir Stores-45322	\$42,262	\$255,316	(\$213,054)	(71.6%)
<i>Used Merchandise Stores-4533</i>	<i>\$20,753</i>	<i>\$0</i>	<i>\$20,753</i>	<i>100.0%</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$91,691</i>	<i>\$0</i>	<i>\$91,691</i>	<i>100.0%</i>
Non-Store Retailers-454	\$716,869	\$0	\$716,869	100.0%
Foodservice and Drinking Places-722	\$1,022,295	\$1,412,584	(\$390,289)	(16.0%)
<i>Full-Service Restaurants-7221</i>	<i>\$460,271</i>	<i>\$158,821</i>	<i>\$301,450</i>	<i>48.7%</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$424,822</i>	<i>\$1,253,763</i>	<i>(\$828,941)</i>	<i>(49.4%)</i>
<i>Special Foodservices-7223</i>	<i>\$85,660</i>	<i>\$0</i>	<i>\$85,660</i>	<i>100.0%</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$51,542</i>	<i>\$0</i>	<i>\$51,542</i>	<i>100.0%</i>
GAFO *	\$2,326,121	\$632,151	\$1,693,970	57.3%
<i>General Merchandise Stores-452</i>	<i>\$1,213,817</i>	<i>\$0</i>	<i>\$1,213,817</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$418,510</i>	<i>\$0</i>	<i>\$418,510</i>	<i>100.0%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$203,268</i>	<i>\$0</i>	<i>\$203,268</i>	<i>100.0%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$220,658</i>	<i>\$0</i>	<i>\$220,658</i>	<i>100.0%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$171,696</i>	<i>\$376,835</i>	<i>(\$205,139)</i>	<i>(37.4%)</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$98,172</i>	<i>\$255,316</i>	<i>(\$157,144)</i>	<i>(44.5%)</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 6
LEAKAGE ANALYSIS: GREENPORT (VILLAGE)

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$26,160,585	\$118,264,537	(\$92,103,952)	(63.8%)
Motor Vehicle and Parts Dealers-441	\$3,364,697	\$121,477	\$3,243,220	93.0%
<i>Automotive Dealers-4411</i>	<i>\$2,899,815</i>	<i>\$0</i>	<i>\$2,899,815</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$149,610</i>	<i>\$121,477</i>	<i>\$28,133</i>	<i>10.4%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$315,272</i>	<i>\$0</i>	<i>\$315,272</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$515,157	\$1,552,545	(\$1,037,388)	(50.2%)
<i>Furniture Stores-4421</i>	<i>\$277,818</i>	<i>\$1,121,136</i>	<i>(\$843,318)</i>	<i>(60.3%)</i>
<i>Home Furnishing Stores-4422</i>	<i>\$237,339</i>	<i>\$431,409</i>	<i>(\$194,070)</i>	<i>(29.0%)</i>
Electronics and Appliance Stores-443	\$587,572	\$290,641	\$296,931	33.8%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$441,435</i>	<i>\$290,641</i>	<i>\$150,794</i>	<i>20.6%</i>
<i>Household Appliances Stores-443111</i>	<i>\$102,984</i>	<i>\$0</i>	<i>\$102,984</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$338,451</i>	<i>\$290,641</i>	<i>\$47,810</i>	<i>7.6%</i>
<i>Computer and Software Stores-44312</i>	<i>\$124,333</i>	<i>\$0</i>	<i>\$124,333</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$21,804</i>	<i>\$0</i>	<i>\$21,804</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$2,630,109	\$7,384,671	(\$4,754,562)	(47.5%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$2,424,565</i>	<i>\$7,384,671</i>	<i>(\$4,960,106)</i>	<i>(50.6%)</i>
<i>Home Centers-44411</i>	<i>\$992,965</i>	<i>\$4,523,941</i>	<i>(\$3,530,976)</i>	<i>(64.0%)</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$52,386</i>	<i>\$0</i>	<i>\$52,386</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$205,879</i>	<i>\$881,731</i>	<i>(\$675,852)</i>	<i>(62.1%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$1,173,335</i>	<i>\$1,978,999</i>	<i>(\$805,664)</i>	<i>(25.6%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$462,193</i>	<i>\$774,214</i>	<i>(\$312,021)</i>	<i>(25.2%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$205,544</i>	<i>\$0</i>	<i>\$205,544</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$29,496</i>	<i>\$0</i>	<i>\$29,496</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$176,048</i>	<i>\$0</i>	<i>\$176,048</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$3,848,183	\$15,359,868	(\$11,511,685)	(59.9%)
<i>Grocery Stores-4451</i>	<i>\$3,518,273</i>	<i>\$11,801,970</i>	<i>(\$8,283,697)</i>	<i>(54.1%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$3,344,476</i>	<i>\$11,801,970</i>	<i>(\$8,457,494)</i>	<i>(55.8%)</i>
<i>Convenience Stores-44512</i>	<i>\$173,797</i>	<i>\$0</i>	<i>\$173,797</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$107,171</i>	<i>\$1,144,501</i>	<i>(\$1,037,330)</i>	<i>(82.9%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$222,739</i>	<i>\$2,413,397</i>	<i>(\$2,190,658)</i>	<i>(83.1%)</i>
Health and Personal Care Stores-446	\$1,452,565	\$7,846,365	(\$6,393,800)	(68.8%)
<i>Pharmacies and Drug Stores-44611</i>	<i>\$1,251,831</i>	<i>\$7,647,750</i>	<i>(\$6,395,919)</i>	<i>(71.9%)</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$52,095</i>	<i>\$0</i>	<i>\$52,095</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$53,778</i>	<i>\$81,021</i>	<i>(\$27,243)</i>	<i>(20.2%)</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$94,861</i>	<i>\$117,594</i>	<i>(\$22,733)</i>	<i>(10.7%)</i>
Gasoline Stations-447	\$3,098,708	\$14,836,286	(\$11,737,578)	(65.4%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$2,309,355</i>	<i>\$14,836,286</i>	<i>(\$12,526,931)</i>	<i>(73.1%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$789,353</i>	<i>\$0</i>	<i>\$789,353</i>	<i>100.0%</i>
Clothing and Clothing Accessories Stores-448	\$1,205,525	\$8,512,617	(\$7,307,092)	(75.2%)
<i>Clothing Stores-4481</i>	<i>\$869,341</i>	<i>\$6,531,034</i>	<i>(\$5,661,693)</i>	<i>(76.5%)</i>
<i>Men's Clothing Stores-44811</i>	<i>\$58,808</i>	<i>\$0</i>	<i>\$58,808</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$209,487</i>	<i>\$4,075,772</i>	<i>(\$3,866,285)</i>	<i>(90.2%)</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$52,991</i>	<i>\$0</i>	<i>\$52,991</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$471,442</i>	<i>\$2,147,260</i>	<i>(\$1,675,818)</i>	<i>(64.0%)</i>



NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$20,127	\$251,762	(\$231,635)	(85.2%)
Other Clothing Stores-44819	\$56,486	\$56,240	\$246	0.2%
Shoe Stores-4482	\$173,893	\$0	\$173,893	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$162,291	\$1,981,583	(\$1,819,292)	(84.9%)
Jewelry Stores-44831	\$149,093	\$1,981,583	(\$1,832,490)	(86.0%)
Luggage and Leather Goods Stores-44832	\$13,198	\$0	\$13,198	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$436,029	\$280,619	\$155,410	21.7%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$295,903	\$170,685	\$125,218	26.8%
Sporting Goods Stores-45111	\$135,975	\$0	\$135,975	100.0%
Hobby, Toys and Games Stores-45112	\$106,431	\$170,685	(\$64,254)	(23.2%)
Sew/Needlework/Piece Goods Stores-45113	\$23,404	\$0	\$23,404	100.0%
Musical Instrument and Supplies Stores-45114	\$30,093	\$0	\$30,093	100.0%
Book, Periodical and Music Stores-4512	\$140,126	\$109,934	\$30,192	12.1%
Book Stores and News Dealers-45121	\$96,108	\$109,934	(\$13,826)	(6.7%)
Book Stores-451211	\$90,509	\$109,934	(\$19,425)	(9.7%)
News Dealers and Newsstands-451212	\$5,599	\$0	\$5,599	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$44,018	\$0	\$44,018	100.0%
General Merchandise Stores-452	\$3,506,969	\$1,027,006	\$2,479,963	54.7%
Department Stores (Excluding Leased Departments)-4521	\$1,668,099	\$1,027,006	\$641,093	23.8%
Other General Merchandise Stores-4529	\$1,838,870	\$0	\$1,838,870	100.0%
Miscellaneous Store Retailers-453	\$579,358	\$1,834,105	(\$1,254,747)	(52.0%)
Florists-4531	\$43,369	\$250,948	(\$207,579)	(70.5%)
Office Supplies, Stationery, Gift Stores-4532	\$255,897	\$574,461	(\$318,564)	(38.4%)
Office Supplies and Stationery Stores-45321	\$144,366	\$0	\$144,366	100.0%
Gift, Novelty and Souvenir Stores-45322	\$111,531	\$574,461	(\$462,930)	(67.5%)
Used Merchandise Stores-4533	\$55,170	\$223,158	(\$167,988)	(60.4%)
Other Miscellaneous Store Retailers-4539	\$224,922	\$785,538	(\$560,616)	(55.5%)
Non-Store Retailers-454	\$2,061,569	\$46,187,139	(\$44,125,570)	(91.5%)
Foodservice and Drinking Places-722	\$2,874,144	\$13,031,198	(\$10,157,054)	(63.9%)
Full-Service Restaurants-7221	\$1,287,287	\$9,084,560	(\$7,797,273)	(75.2%)
Limited-Service Eating Places-7222	\$1,208,658	\$3,664,848	(\$2,456,190)	(50.4%)
Special Foodservices-7223	\$242,809	\$0	\$242,809	100.0%
Drinking Places -Alcoholic Beverages-7224	\$135,390	\$281,790	(\$146,400)	(35.1%)
GAFO *	\$6,507,149	\$12,237,889	(\$5,730,740)	(30.6%)
General Merchandise Stores-452	\$3,506,969	\$1,027,006	\$2,479,963	54.7%
Clothing and Clothing Accessories Stores-448	\$1,205,525	\$8,512,617	(\$7,307,092)	(75.2%)
Furniture and Home Furnishings Stores-442	\$515,157	\$1,552,545	(\$1,037,388)	(50.2%)
Electronics and Appliance Stores-443	\$587,572	\$290,641	\$296,931	33.8%
Sporting Goods, Hobby, Book, Music Stores-451	\$436,029	\$280,619	\$155,410	21.7%
Office Supplies, Stationery, Gift Stores-4532	\$255,897	\$574,461	(\$318,564)	(38.4%)

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 7
LEAKAGE ANALYSIS: GREENPORT WEST

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$36,403,590	\$25,991,954	\$10,411,636	16.7%
Motor Vehicle and Parts Dealers-441	\$5,017,873	\$6,559,885	(\$1,542,012)	(13.3%)
<i>Automotive Dealers-4411</i>	<i>\$4,290,519</i>	<i>\$0</i>	<i>\$4,290,519</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$249,111</i>	<i>\$6,559,885</i>	<i>(\$6,310,774)</i>	<i>(92.7%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$478,243</i>	<i>\$0</i>	<i>\$478,243</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$793,998	\$0	\$793,998	100.0%
<i>Furniture Stores-4421</i>	<i>\$422,009</i>	<i>\$0</i>	<i>\$422,009</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$371,989</i>	<i>\$0</i>	<i>\$371,989</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$808,527	\$0	\$808,527	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$605,158</i>	<i>\$0</i>	<i>\$605,158</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$151,397</i>	<i>\$0</i>	<i>\$151,397</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$453,761</i>	<i>\$0</i>	<i>\$453,761</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$169,926</i>	<i>\$0</i>	<i>\$169,926</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$33,443</i>	<i>\$0</i>	<i>\$33,443</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$4,312,714	\$4,947,489	(\$634,775)	(6.9%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$3,982,762</i>	<i>\$4,947,489</i>	<i>(\$964,727)</i>	<i>(10.8%)</i>
<i>Home Centers-44411</i>	<i>\$1,616,399</i>	<i>\$0</i>	<i>\$1,616,399</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$89,377</i>	<i>\$0</i>	<i>\$89,377</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$332,197</i>	<i>\$0</i>	<i>\$332,197</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$1,944,789</i>	<i>\$4,947,489</i>	<i>(\$3,002,700)</i>	<i>(43.6%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$770,230</i>	<i>\$1,935,531</i>	<i>(\$1,165,301)</i>	<i>(43.1%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$329,952</i>	<i>\$0</i>	<i>\$329,952</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$48,102</i>	<i>\$0</i>	<i>\$48,102</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$281,850</i>	<i>\$0</i>	<i>\$281,850</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$4,926,750	\$0	\$4,926,750	100.0%
<i>Grocery Stores-4451</i>	<i>\$4,492,914</i>	<i>\$0</i>	<i>\$4,492,914</i>	<i>100.0%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$4,273,092</i>	<i>\$0</i>	<i>\$4,273,092</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$219,822</i>	<i>\$0</i>	<i>\$219,822</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$132,986</i>	<i>\$0</i>	<i>\$132,986</i>	<i>100.0%</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$300,850</i>	<i>\$0</i>	<i>\$300,850</i>	<i>100.0%</i>
Health and Personal Care Stores-446	\$2,215,795	\$0	\$2,215,795	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$1,915,020</i>	<i>\$0</i>	<i>\$1,915,020</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$81,375</i>	<i>\$0</i>	<i>\$81,375</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$74,087</i>	<i>\$0</i>	<i>\$74,087</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$145,313</i>	<i>\$0</i>	<i>\$145,313</i>	<i>100.0%</i>
Gasoline Stations-447	\$4,095,503	\$11,258,624	(\$7,163,121)	(46.7%)
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$3,035,149</i>	<i>\$10,790,024</i>	<i>(\$7,754,875)</i>	<i>(56.1%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$1,060,354</i>	<i>\$468,600</i>	<i>\$591,754</i>	<i>38.7%</i>
Clothing and Clothing Accessories Stores-448	\$1,475,366	\$0	\$1,475,366	100.0%
<i>Clothing Stores-4481</i>	<i>\$1,043,470</i>	<i>\$0</i>	<i>\$1,043,470</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$69,790</i>	<i>\$0</i>	<i>\$69,790</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$252,409</i>	<i>\$0</i>	<i>\$252,409</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$58,947</i>	<i>\$0</i>	<i>\$58,947</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$567,605</i>	<i>\$0</i>	<i>\$567,605</i>	<i>100.0%</i>



Town of Southold
Leakage Analysis

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$25,140	\$0	\$25,140	100.0%
Other Clothing Stores-44819	\$69,579	\$0	\$69,579	100.0%
<i>Shoe Stores-4482</i>	<i>\$185,498</i>	<i>\$0</i>	<i>\$185,498</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$246,398</i>	<i>\$0</i>	<i>\$246,398</i>	<i>100.0%</i>
Jewelry Stores-44831	\$227,464	\$0	\$227,464	100.0%
Luggage and Leather Goods Stores-44832	\$18,934	\$0	\$18,934	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$600,484	\$0	\$600,484	100.0%
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$415,664</i>	<i>\$0</i>	<i>\$415,664</i>	<i>100.0%</i>
Sporting Goods Stores-45111	\$193,120	\$0	\$193,120	100.0%
Hobby, Toys and Games Stores-45112	\$147,760	\$0	\$147,760	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$35,508	\$0	\$35,508	100.0%
Musical Instrument and Supplies Stores-45114	\$39,276	\$0	\$39,276	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$184,820</i>	<i>\$0</i>	<i>\$184,820</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$127,575	\$0	\$127,575	100.0%
Book Stores-451211	\$119,751	\$0	\$119,751	100.0%
News Dealers and Newsstands-451212	\$7,824	\$0	\$7,824	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$57,245	\$0	\$57,245	100.0%
General Merchandise Stores-452	\$4,712,677	\$0	\$4,712,677	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$2,243,924</i>	<i>\$0</i>	<i>\$2,243,924</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$2,468,753</i>	<i>\$0</i>	<i>\$2,468,753</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$838,561	\$1,402,738	(\$564,177)	(25.2%)
<i>Florists-4531</i>	<i>\$70,454</i>	<i>\$0</i>	<i>\$70,454</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$373,009</i>	<i>\$0</i>	<i>\$373,009</i>	<i>100.0%</i>
Office Supplies and Stationery Stores-45321	\$211,780	\$0	\$211,780	100.0%
Gift, Novelty and Souvenir Stores-45322	\$161,229	\$0	\$161,229	100.0%
<i>Used Merchandise Stores-4533</i>	<i>\$75,959</i>	<i>\$0</i>	<i>\$75,959</i>	<i>100.0%</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$319,139</i>	<i>\$1,402,738</i>	<i>(\$1,083,599)</i>	<i>(62.9%)</i>
Non-Store Retailers-454	\$2,851,360	\$0	\$2,851,360	100.0%
Foodservice and Drinking Places-722	\$3,753,982	\$1,823,218	\$1,930,764	34.6%
<i>Full-Service Restaurants-7221</i>	<i>\$1,687,829</i>	<i>\$762,341</i>	<i>\$925,488</i>	<i>37.8%</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$1,564,172</i>	<i>\$1,060,877</i>	<i>\$503,295</i>	<i>19.2%</i>
<i>Special Foodservices-7223</i>	<i>\$315,334</i>	<i>\$0</i>	<i>\$315,334</i>	<i>100.0%</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$186,647</i>	<i>\$0</i>	<i>\$186,647</i>	<i>100.0%</i>
GAFO *	\$8,764,061	\$0	\$8,764,061	100.0%
<i>General Merchandise Stores-452</i>	<i>\$4,712,677</i>	<i>\$0</i>	<i>\$4,712,677</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$1,475,366</i>	<i>\$0</i>	<i>\$1,475,366</i>	<i>100.0%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$793,998</i>	<i>\$0</i>	<i>\$793,998</i>	<i>100.0%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$808,527</i>	<i>\$0</i>	<i>\$808,527</i>	<i>100.0%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$600,484</i>	<i>\$0</i>	<i>\$600,484</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$373,009</i>	<i>\$0</i>	<i>\$373,009</i>	<i>100.0%</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 8
LEAKAGE ANALYSIS: LAUREL

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$23,604,678	\$10,805,746	\$12,798,932	37.2%
Motor Vehicle and Parts Dealers-441	\$3,418,511	\$971,834	\$2,446,677	55.7%
<i>Automotive Dealers-4411</i>	<i>\$2,920,605</i>	<i>\$0</i>	<i>\$2,920,605</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$194,498</i>	<i>\$971,834</i>	<i>(\$777,336)</i>	<i>(66.6%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$303,408</i>	<i>\$0</i>	<i>\$303,408</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$546,539	\$373,709	\$172,830	18.8%
<i>Furniture Stores-4421</i>	<i>\$292,603</i>	<i>\$373,709</i>	<i>(\$81,106)</i>	<i>(12.2%)</i>
<i>Home Furnishing Stores-4422</i>	<i>\$253,936</i>	<i>\$0</i>	<i>\$253,936</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$558,861	\$714,980	(\$156,119)	(12.3%)
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$415,450</i>	<i>\$714,980</i>	<i>(\$299,530)</i>	<i>(26.5%)</i>
<i>Household Appliances Stores-443111</i>	<i>\$101,499</i>	<i>\$351,676</i>	<i>(\$250,177)</i>	<i>(55.2%)</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$313,951</i>	<i>\$363,304</i>	<i>(\$49,353)</i>	<i>(7.3%)</i>
<i>Computer and Software Stores-44312</i>	<i>\$117,894</i>	<i>\$0</i>	<i>\$117,894</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$25,517</i>	<i>\$0</i>	<i>\$25,517</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$2,805,389	\$4,084,211	(\$1,278,822)	(18.6%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$2,580,907</i>	<i>\$659,666</i>	<i>\$1,921,241</i>	<i>59.3%</i>
<i>Home Centers-44411</i>	<i>\$1,061,533</i>	<i>\$0</i>	<i>\$1,061,533</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$60,601</i>	<i>\$0</i>	<i>\$60,601</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$221,699</i>	<i>\$0</i>	<i>\$221,699</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$1,237,074</i>	<i>\$659,666</i>	<i>\$577,408</i>	<i>30.4%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$484,361</i>	<i>\$258,073</i>	<i>\$226,288</i>	<i>30.5%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$224,482</i>	<i>\$3,424,545</i>	<i>(\$3,200,063)</i>	<i>(87.7%)</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$32,882</i>	<i>\$0</i>	<i>\$32,882</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$191,600</i>	<i>\$3,424,545</i>	<i>(\$3,232,945)</i>	<i>(89.4%)</i>
Food and Beverage Stores-445	\$3,046,942	\$686,701	\$2,360,241	63.2%
<i>Grocery Stores-4451</i>	<i>\$2,773,696</i>	<i>\$0</i>	<i>\$2,773,696</i>	<i>100.0%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$2,637,937</i>	<i>\$0</i>	<i>\$2,637,937</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$135,759</i>	<i>\$0</i>	<i>\$135,759</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$82,889</i>	<i>\$686,701</i>	<i>(\$603,812)</i>	<i>(78.5%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$190,357</i>	<i>\$0</i>	<i>\$190,357</i>	<i>100.0%</i>
Health and Personal Care Stores-446	\$1,242,916	\$0	\$1,242,916	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$1,067,721</i>	<i>\$0</i>	<i>\$1,067,721</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$44,330</i>	<i>\$0</i>	<i>\$44,330</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$50,986</i>	<i>\$0</i>	<i>\$50,986</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$79,879</i>	<i>\$0</i>	<i>\$79,879</i>	<i>100.0%</i>
Gasoline Stations-447	\$2,583,999	\$937,199	\$1,646,800	46.8%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$1,913,082</i>	<i>\$0</i>	<i>\$1,913,082</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$670,917</i>	<i>\$937,199</i>	<i>(\$266,282)</i>	<i>(16.6%)</i>
Clothing and Clothing Accessories Stores-448	\$1,076,312	\$168,718	\$907,594	72.9%
<i>Clothing Stores-4481</i>	<i>\$770,718</i>	<i>\$168,718</i>	<i>\$602,000</i>	<i>64.1%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$52,346</i>	<i>\$0</i>	<i>\$52,346</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$190,502</i>	<i>\$0</i>	<i>\$190,502</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$39,848</i>	<i>\$0</i>	<i>\$39,848</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$418,257</i>	<i>\$0</i>	<i>\$418,257</i>	<i>100.0%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$18,704	\$0	\$18,704	100.0%
Other Clothing Stores-44819	\$51,061	\$168,718	(\$117,657)	(53.5%)
Shoe Stores-4482	\$137,598	\$0	\$137,598	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$167,996	\$0	\$167,996	100.0%
Jewelry Stores-44831	\$155,495	\$0	\$155,495	100.0%
Luggage and Leather Goods Stores-44832	\$12,501	\$0	\$12,501	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$442,512	\$1,661,355	(\$1,218,843)	(57.9%)
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$308,240	\$226,096	\$82,144	15.4%
Sporting Goods Stores-45111	\$157,777	\$226,096	(\$68,319)	(17.8%)
Hobby, Toys and Games Stores-45112	\$98,847	\$0	\$98,847	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$23,434	\$0	\$23,434	100.0%
Musical Instrument and Supplies Stores-45114	\$28,182	\$0	\$28,182	100.0%
Book, Periodical and Music Stores-4512	\$134,272	\$1,435,259	(\$1,300,987)	(82.9%)
Book Stores and News Dealers-45121	\$93,534	\$1,435,259	(\$1,341,725)	(87.8%)
Book Stores-451211	\$88,472	\$0	\$88,472	100.0%
News Dealers and Newsstands-451212	\$5,062	\$1,435,259	(\$1,430,197)	(99.3%)
Prerecorded Tapes, CDs, Record Stores-45122	\$40,738	\$0	\$40,738	100.0%
General Merchandise Stores-452	\$3,106,237	\$0	\$3,106,237	100.0%
Department Stores (Excluding Leased Departments)-4521	\$1,517,623	\$0	\$1,517,623	100.0%
Other General Merchandise Stores-4529	\$1,588,614	\$0	\$1,588,614	100.0%
Miscellaneous Store Retailers-453	\$559,617	\$0	\$559,617	100.0%
Florists-4531	\$47,947	\$0	\$47,947	100.0%
Office Supplies, Stationery, Gift Stores-4532	\$245,245	\$0	\$245,245	100.0%
Office Supplies and Stationery Stores-45321	\$139,483	\$0	\$139,483	100.0%
Gift, Novelty and Souvenir Stores-45322	\$105,762	\$0	\$105,762	100.0%
Used Merchandise Stores-4533	\$52,677	\$0	\$52,677	100.0%
Other Miscellaneous Store Retailers-4539	\$213,748	\$0	\$213,748	100.0%
Non-Store Retailers-454	\$1,795,986	\$0	\$1,795,986	100.0%
Foodservice and Drinking Places-722	\$2,420,857	\$1,207,039	\$1,213,818	33.5%
Full-Service Restaurants-7221	\$1,087,526	\$1,207,039	(\$119,513)	(5.2%)
Limited-Service Eating Places-7222	\$1,010,903	\$0	\$1,010,903	100.0%
Special Foodservices-7223	\$203,723	\$0	\$203,723	100.0%
Drinking Places -Alcoholic Beverages-7224	\$118,705	\$0	\$118,705	100.0%
GAFO *	\$5,975,706	\$2,918,762	\$3,056,944	34.4%
General Merchandise Stores-452	\$3,106,237	\$0	\$3,106,237	100.0%
Clothing and Clothing Accessories Stores-448	\$1,076,312	\$168,718	\$907,594	72.9%
Furniture and Home Furnishings Stores-442	\$546,539	\$373,709	\$172,830	18.8%
Electronics and Appliance Stores-443	\$558,861	\$714,980	(\$156,119)	(12.3%)
Sporting Goods, Hobby, Book, Music Stores-451	\$442,512	\$1,661,355	(\$1,218,843)	(57.9%)
Office Supplies, Stationery, Gift Stores-4532	\$245,245	\$0	\$245,245	100.0%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 9
LEAKAGE ANALYSIS: MATTITUCK

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$80,660,427	\$93,948,562	(\$13,288,135)	(7.6%)
Motor Vehicle and Parts Dealers-441	\$11,943,562	\$8,596,657	\$3,346,905	16.3%
<i>Automotive Dealers-4411</i>	<i>\$10,226,847</i>	<i>\$409,099</i>	<i>\$9,817,748</i>	<i>92.3%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$694,365</i>	<i>\$6,802,840</i>	<i>(\$6,108,475)</i>	<i>(81.5%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$1,022,350</i>	<i>\$1,384,718</i>	<i>(\$362,368)</i>	<i>(15.1%)</i>
Furniture and Home Furnishings Stores-442	\$1,893,931	\$517,690	\$1,376,241	57.1%
<i>Furniture Stores-4421</i>	<i>\$1,016,477</i>	<i>\$0</i>	<i>\$1,016,477</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$877,454</i>	<i>\$517,690</i>	<i>\$359,764</i>	<i>25.8%</i>
Electronics and Appliance Stores-443	\$1,908,668	\$1,337,438	\$571,230	17.6%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$1,420,618</i>	<i>\$1,211,973</i>	<i>\$208,645</i>	<i>7.9%</i>
<i>Household Appliances Stores-443111</i>	<i>\$347,681</i>	<i>\$703,348</i>	<i>(\$355,667)</i>	<i>(33.8%)</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$1,072,937</i>	<i>\$508,625</i>	<i>\$564,312</i>	<i>35.7%</i>
<i>Computer and Software Stores-44312</i>	<i>\$400,920</i>	<i>\$125,465</i>	<i>\$275,455</i>	<i>52.3%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$87,130</i>	<i>\$0</i>	<i>\$87,130</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$9,862,349	\$12,764,453	(\$2,902,104)	(12.8%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$9,092,590</i>	<i>\$12,212,845</i>	<i>(\$3,120,255)</i>	<i>(14.6%)</i>
<i>Home Centers-44411</i>	<i>\$3,720,890</i>	<i>\$1,507,981</i>	<i>\$2,212,909</i>	<i>42.3%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$216,999</i>	<i>\$0</i>	<i>\$216,999</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$772,722</i>	<i>\$1,469,550</i>	<i>(\$696,828)</i>	<i>(31.1%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$4,381,979</i>	<i>\$9,235,314</i>	<i>(\$4,853,335)</i>	<i>(35.6%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$1,722,756</i>	<i>\$3,612,995</i>	<i>(\$1,890,239)</i>	<i>(35.4%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$769,759</i>	<i>\$551,608</i>	<i>\$218,151</i>	<i>16.5%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$113,447</i>	<i>\$551,608</i>	<i>(\$438,161)</i>	<i>-65.9%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$656,312</i>	<i>\$0</i>	<i>\$656,312</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$10,222,055	\$33,826,545	(\$23,604,490)	(53.6%)
<i>Grocery Stores-4451</i>	<i>\$9,295,217</i>	<i>\$29,467,496</i>	<i>(\$20,172,279)</i>	<i>(52.0%)</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$8,841,390</i>	<i>\$24,615,532</i>	<i>(\$15,774,142)</i>	<i>(47.1%)</i>
<i>Convenience Stores-44512</i>	<i>\$453,827</i>	<i>\$4,851,964</i>	<i>(\$4,398,137)</i>	<i>(82.9%)</i>
<i>Specialty Food Stores-4452</i>	<i>\$277,544</i>	<i>\$1,945,652</i>	<i>(\$1,668,108)</i>	<i>(75.0%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$649,294</i>	<i>\$2,413,397</i>	<i>(\$1,764,103)</i>	<i>(57.6%)</i>
Health and Personal Care Stores-446	\$4,240,217	\$14,733,278	(\$10,493,061)	(55.3%)
<i>Pharmacies and Drug Stores-44611</i>	<i>\$3,643,622</i>	<i>\$14,530,724</i>	<i>(\$10,887,102)</i>	<i>(59.9%)</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$151,478</i>	<i>\$0</i>	<i>\$151,478</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$172,527</i>	<i>\$202,554</i>	<i>(\$30,027)</i>	<i>(8.0%)</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$272,590</i>	<i>\$0</i>	<i>\$272,590</i>	<i>100.0%</i>
Gasoline Stations-447	\$8,567,868	\$4,983,457	\$3,584,411	26.5%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$6,339,871</i>	<i>\$4,046,258</i>	<i>\$2,293,613</i>	<i>22.1%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$2,227,997</i>	<i>\$937,199</i>	<i>\$1,290,798</i>	<i>40.8%</i>
Clothing and Clothing Accessories Stores-448	\$3,702,146	\$246,681	\$3,455,465	87.5%
<i>Clothing Stores-4481</i>	<i>\$2,646,083</i>	<i>\$246,681</i>	<i>\$2,399,402</i>	<i>82.9%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$174,387</i>	<i>\$0</i>	<i>\$174,387</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$663,132</i>	<i>\$0</i>	<i>\$663,132</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$135,740</i>	<i>\$0</i>	<i>\$135,740</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$1,431,468</i>	<i>\$134,204</i>	<i>\$1,297,264</i>	<i>82.9%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$64,989	\$0	\$64,989	100.0%
Other Clothing Stores-44819	\$176,367	\$112,477	\$63,890	22.1%
<i>Shoe Stores-4482</i>	<i>\$466,388</i>	<i>\$0</i>	<i>\$466,388</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$589,675</i>	<i>\$0</i>	<i>\$589,675</i>	<i>100.0%</i>
Jewelry Stores-44831	\$547,033	\$0	\$547,033	100.0%
Luggage and Leather Goods Stores-44832	\$42,642	\$0	\$42,642	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$1,527,022	\$1,551,682	(\$24,660)	(0.8%)
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$1,063,086</i>	<i>\$1,551,682</i>	<i>(\$488,596)</i>	<i>(18.7%)</i>
Sporting Goods Stores-45111	\$545,947	\$527,567	\$18,380	1.7%
Hobby, Toys and Games Stores-45112	\$338,299	\$1,024,115	(\$685,816)	(50.3%)
Sew/Needlework/Piece Goods Stores-45113	\$80,305	\$0	\$80,305	100.0%
Musical Instrument and Supplies Stores-45114	\$98,535	\$0	\$98,535	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$463,936</i>	<i>\$0</i>	<i>\$463,936</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$322,839	\$0	\$322,839	100.0%
Book Stores-451211	\$305,651	\$0	\$305,651	100.0%
News Dealers and Newsstands-451212	\$17,188	\$0	\$17,188	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$141,097	\$0	\$141,097	100.0%
General Merchandise Stores-452	\$10,562,703	\$0	\$10,562,703	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$5,188,907</i>	<i>\$0</i>	<i>\$5,188,907</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$5,373,796</i>	<i>\$0</i>	<i>\$5,373,796</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$1,876,475	\$1,598,451	\$278,024	8.0%
<i>Florists-4531</i>	<i>\$165,150</i>	<i>\$125,474</i>	<i>\$39,676</i>	<i>13.7%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$837,151</i>	<i>\$893,604</i>	<i>(\$56,453)</i>	<i>(3.3%)</i>
Office Supplies and Stationery Stores-45321	\$476,043	\$0	\$476,043	100.0%
Gift, Novelty and Souvenir Stores-45322	\$361,108	\$893,604	(\$532,496)	(42.4%)
<i>Used Merchandise Stores-4533</i>	<i>\$181,140</i>	<i>\$74,386</i>	<i>\$106,754</i>	<i>41.8%</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$693,034</i>	<i>\$504,987</i>	<i>\$188,047</i>	<i>15.7%</i>
Non-Store Retailers-454	\$6,120,596	\$3,079,143	\$3,041,453	33.1%
Foodservice and Drinking Places-722	\$8,232,835	\$10,713,087	(\$2,480,252)	(13.1%)
<i>Full-Service Restaurants-7221</i>	<i>\$3,702,944</i>	<i>\$3,081,128</i>	<i>\$621,816</i>	<i>9.2%</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$3,428,244</i>	<i>\$6,943,921</i>	<i>(\$3,515,677)</i>	<i>(33.9%)</i>
<i>Special Foodservices-7223</i>	<i>\$691,470</i>	<i>\$575,322</i>	<i>\$116,148</i>	<i>9.2%</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$410,177</i>	<i>\$112,716</i>	<i>\$297,461</i>	<i>56.9%</i>
GAFO *	\$20,431,621	\$4,547,095	\$15,884,526	63.6%
<i>General Merchandise Stores-452</i>	<i>\$10,562,703</i>	<i>\$0</i>	<i>\$10,562,703</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$3,702,146</i>	<i>\$246,681</i>	<i>\$3,455,465</i>	<i>87.5%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$1,893,931</i>	<i>\$517,690</i>	<i>\$1,376,241</i>	<i>57.1%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$1,908,668</i>	<i>\$1,337,438</i>	<i>\$571,230</i>	<i>17.6%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$1,527,022</i>	<i>\$1,551,682</i>	<i>(\$24,660)</i>	<i>(0.8%)</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$837,151</i>	<i>\$893,604</i>	<i>(\$56,453)</i>	<i>(3.3%)</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 10
LEAKAGE ANALYSIS: NEW SUFFOLK

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$6,279,035	\$2,057,837	\$4,221,198	50.6%
Motor Vehicle and Parts Dealers-441	\$964,956	\$0	\$964,956	100.0%
<i>Automotive Dealers-4411</i>	<i>\$827,739</i>	<i>\$0</i>	<i>\$827,739</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$55,564</i>	<i>\$0</i>	<i>\$55,564</i>	<i>100.0%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$81,653</i>	<i>\$0</i>	<i>\$81,653</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$150,122	\$62,614	\$87,508	41.1%
<i>Furniture Stores-4421</i>	<i>\$80,379</i>	<i>\$62,614</i>	<i>\$17,765</i>	<i>12.4%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$69,743</i>	<i>\$0</i>	<i>\$69,743</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$144,597	\$0	\$144,597	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$108,439</i>	<i>\$0</i>	<i>\$108,439</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$26,746</i>	<i>\$0</i>	<i>\$26,746</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$81,693</i>	<i>\$0</i>	<i>\$81,693</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$30,185</i>	<i>\$0</i>	<i>\$30,185</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$5,973</i>	<i>\$0</i>	<i>\$5,973</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$779,925	\$497,313	\$282,612	22.1%
<i>Building Material and Supply Dealers-4441</i>	<i>\$720,125</i>	<i>\$497,313</i>	<i>\$222,812</i>	<i>18.3%</i>
<i>Home Centers-44411</i>	<i>\$293,012</i>	<i>\$0</i>	<i>\$293,012</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$17,490</i>	<i>\$0</i>	<i>\$17,490</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$59,744</i>	<i>\$0</i>	<i>\$59,744</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$349,879</i>	<i>\$497,313</i>	<i>(\$147,434)</i>	<i>(17.4%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$138,783</i>	<i>\$194,558</i>	<i>(\$55,775)</i>	<i>(16.7%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$59,800</i>	<i>\$0</i>	<i>\$59,800</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$8,841</i>	<i>\$0</i>	<i>\$8,841</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$50,959</i>	<i>\$0</i>	<i>\$50,959</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$781,280	\$57,526	\$723,754	86.3%
<i>Grocery Stores-4451</i>	<i>\$709,255</i>	<i>\$0</i>	<i>\$709,255</i>	<i>100.0%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$674,637</i>	<i>\$0</i>	<i>\$674,637</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$34,618</i>	<i>\$0</i>	<i>\$34,618</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$20,776</i>	<i>\$57,526</i>	<i>(\$36,750)</i>	<i>(46.9%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$51,249</i>	<i>\$0</i>	<i>\$51,249</i>	<i>100.0%</i>
Health and Personal Care Stores-446	\$366,779	\$192,182	\$174,597	31.2%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$316,802</i>	<i>\$192,182</i>	<i>\$124,620</i>	<i>24.5%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$13,453</i>	<i>\$0</i>	<i>\$13,453</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$12,553</i>	<i>\$0</i>	<i>\$12,553</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$23,971</i>	<i>\$0</i>	<i>\$23,971</i>	<i>100.0%</i>
Gasoline Stations-447	\$664,051	\$0	\$664,051	100.0%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$490,179</i>	<i>\$0</i>	<i>\$490,179</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$173,872</i>	<i>\$0</i>	<i>\$173,872</i>	<i>100.0%</i>
Clothing and Clothing Accessories Stores-448	\$261,525	\$0	\$261,525	100.0%
<i>Clothing Stores-4481</i>	<i>\$182,357</i>	<i>\$0</i>	<i>\$182,357</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$12,792</i>	<i>\$0</i>	<i>\$12,792</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$45,085</i>	<i>\$0</i>	<i>\$45,085</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$8,149</i>	<i>\$0</i>	<i>\$8,149</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$99,413</i>	<i>\$0</i>	<i>\$99,413</i>	<i>100.0%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$4,581	\$0	\$4,581	100.0%
Other Clothing Stores-44819	\$12,337	\$0	\$12,337	100.0%
<i>Shoe Stores-4482</i>	<i>\$30,486</i>	<i>\$0</i>	<i>\$30,486</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$48,682</i>	<i>\$0</i>	<i>\$48,682</i>	<i>100.0%</i>
Jewelry Stores-44831	\$45,393	\$0	\$45,393	100.0%
Luggage and Leather Goods Stores-44832	\$3,289	\$0	\$3,289	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$110,732	\$127,594	(\$16,862)	(7.1%)
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$76,418</i>	<i>\$127,594</i>	<i>(\$51,176)</i>	<i>(25.1%)</i>
Sporting Goods Stores-45111	\$37,246	\$37,879	(\$633)	(0.8%)
Hobby, Toys and Games Stores-45112	\$25,262	\$0	\$25,262	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$6,318	\$89,715	(\$83,397)	(86.8%)
Musical Instrument and Supplies Stores-45114	\$7,592	\$0	\$7,592	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$34,314</i>	<i>\$0</i>	<i>\$34,314</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$23,531	\$0	\$23,531	100.0%
Book Stores-451211	\$22,207	\$0	\$22,207	100.0%
News Dealers and Newsstands-451212	\$1,324	\$0	\$1,324	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$10,783	\$0	\$10,783	100.0%
General Merchandise Stores-452	\$798,105	\$0	\$798,105	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$387,998</i>	<i>\$0</i>	<i>\$387,998</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$410,107</i>	<i>\$0</i>	<i>\$410,107</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$143,762	\$165,706	(\$21,944)	(7.1%)
<i>Florists-4531</i>	<i>\$12,842</i>	<i>\$0</i>	<i>\$12,842</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$65,022</i>	<i>\$128,320</i>	<i>(\$63,298)</i>	<i>-32.7%</i>
Office Supplies and Stationery Stores-45321	\$37,065	\$0	\$37,065	100.0%
Gift, Novelty and Souvenir Stores-45322	\$27,957	\$128,320	(\$100,363)	(64.2%)
<i>Used Merchandise Stores-4533</i>	<i>\$13,556</i>	<i>\$37,386</i>	<i>(\$23,830)</i>	<i>(46.8%)</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$52,342</i>	<i>\$0</i>	<i>\$52,342</i>	<i>100.0%</i>
Non-Store Retailers-454	\$483,733	\$0	\$483,733	100.0%
Foodservice and Drinking Places-722	\$629,468	\$954,902	(\$325,434)	(20.5%)
<i>Full-Service Restaurants-7221</i>	<i>\$283,696</i>	<i>\$319,286</i>	<i>(\$35,590)</i>	<i>(5.9%)</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$260,821</i>	<i>\$387,773</i>	<i>(\$126,952)</i>	<i>(19.6%)</i>
<i>Special Foodservices-7223</i>	<i>\$52,696</i>	<i>\$247,843</i>	<i>(\$195,147)</i>	<i>(64.9%)</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$32,255</i>	<i>\$0</i>	<i>\$32,255</i>	<i>100.0%</i>
GAFO *	\$1,530,103	\$318,528	\$1,211,575	65.5%
<i>General Merchandise Stores-452</i>	<i>\$798,105</i>	<i>\$0</i>	<i>\$798,105</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$261,525</i>	<i>\$0</i>	<i>\$261,525</i>	<i>100.0%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$150,122</i>	<i>\$62,614</i>	<i>\$87,508</i>	<i>41.1%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$144,597</i>	<i>\$0</i>	<i>\$144,597</i>	<i>100.0%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$110,732</i>	<i>\$127,594</i>	<i>(\$16,862)</i>	<i>(7.1%)</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$65,022</i>	<i>\$128,320</i>	<i>(\$63,298)</i>	<i>(32.7%)</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 11
LEAKAGE ANALYSIS: ORIENT

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$13,584,980	\$3,051,942	\$10,533,038	63.3%
Motor Vehicle and Parts Dealers-441	\$1,602,404	\$0	\$1,602,404	100.0%
<i>Automotive Dealers-4411</i>	<i>\$1,351,736</i>	<i>\$0</i>	<i>\$1,351,736</i>	<i>100.0%</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$80,706</i>	<i>\$0</i>	<i>\$80,706</i>	<i>100.0%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$169,962</i>	<i>\$0</i>	<i>\$169,962</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$312,584	\$0	\$312,584	100.0%
<i>Furniture Stores-4421</i>	<i>\$165,500</i>	<i>\$0</i>	<i>\$165,500</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$147,084</i>	<i>\$0</i>	<i>\$147,084</i>	<i>100.0%</i>
Electronics and Appliance Stores-443	\$303,062	\$0	\$303,062	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$227,647</i>	<i>\$0</i>	<i>\$227,647</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$57,912</i>	<i>\$0</i>	<i>\$57,912</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$169,735</i>	<i>\$0</i>	<i>\$169,735</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$63,193</i>	<i>\$0</i>	<i>\$63,193</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$12,222</i>	<i>\$0</i>	<i>\$12,222</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$1,726,822	\$0	\$1,726,822	100.0%
<i>Building Material and Supply Dealers-4441</i>	<i>\$1,595,196</i>	<i>\$0</i>	<i>\$1,595,196</i>	<i>100.0%</i>
<i>Home Centers-44411</i>	<i>\$644,956</i>	<i>\$0</i>	<i>\$644,956</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$36,708</i>	<i>\$0</i>	<i>\$36,708</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$131,328</i>	<i>\$0</i>	<i>\$131,328</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$782,204</i>	<i>\$0</i>	<i>\$782,204</i>	<i>100.0%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$311,351</i>	<i>\$0</i>	<i>\$311,351</i>	<i>100.0%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$131,626</i>	<i>\$0</i>	<i>\$131,626</i>	<i>100.0%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$19,050</i>	<i>\$0</i>	<i>\$19,050</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$112,576</i>	<i>\$0</i>	<i>\$112,576</i>	<i>100.0%</i>
Food and Beverage Stores-445	\$1,849,559	\$2,289,000	(\$439,441)	(10.6%)
<i>Grocery Stores-4451</i>	<i>\$1,685,370</i>	<i>\$0</i>	<i>\$1,685,370</i>	<i>100.0%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$1,605,562</i>	<i>\$0</i>	<i>\$1,605,562</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$79,808</i>	<i>\$0</i>	<i>\$79,808</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$49,294</i>	<i>\$2,289,000</i>	<i>(\$2,239,706)</i>	<i>(95.8%)</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$114,895</i>	<i>\$0</i>	<i>\$114,895</i>	<i>100.0%</i>
Health and Personal Care Stores-446	\$890,222	\$0	\$890,222	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$770,726</i>	<i>\$0</i>	<i>\$770,726</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$33,123</i>	<i>\$0</i>	<i>\$33,123</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$27,507</i>	<i>\$0</i>	<i>\$27,507</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$58,866</i>	<i>\$0</i>	<i>\$58,866</i>	<i>100.0%</i>
Gasoline Stations-447	\$1,521,807	\$0	\$1,521,807	100.0%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$1,123,957</i>	<i>\$0</i>	<i>\$1,123,957</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$397,850</i>	<i>\$0</i>	<i>\$397,850</i>	<i>100.0%</i>
Clothing and Clothing Accessories Stores-448	\$534,589	\$0	\$534,589	100.0%
<i>Clothing Stores-4481</i>	<i>\$372,309</i>	<i>\$0</i>	<i>\$372,309</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$25,614</i>	<i>\$0</i>	<i>\$25,614</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$88,728</i>	<i>\$0</i>	<i>\$88,728</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$20,555</i>	<i>\$0</i>	<i>\$20,555</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$203,401</i>	<i>\$0</i>	<i>\$203,401</i>	<i>100.0%</i>



Town of Southold
Leakage Analysis

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$9,043	\$0	\$9,043	100.0%
Other Clothing Stores-44819	\$24,968	\$0	\$24,968	100.0%
Shoe Stores-4482	\$64,650	\$0	\$64,650	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$97,630	\$0	\$97,630	100.0%
Jewelry Stores-44831	\$90,412	\$0	\$90,412	100.0%
Luggage and Leather Goods Stores-44832	\$7,218	\$0	\$7,218	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$232,018	\$0	\$232,018	100.0%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$158,008	\$0	\$158,008	100.0%
Sporting Goods Stores-45111	\$73,405	\$0	\$73,405	100.0%
Hobby, Toys and Games Stores-45112	\$55,633	\$0	\$55,633	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$13,820	\$0	\$13,820	100.0%
Musical Instrument and Supplies Stores-45114	\$15,150	\$0	\$15,150	100.0%
Book, Periodical and Music Stores-4512	\$74,010	\$0	\$74,010	100.0%
Book Stores and News Dealers-45121	\$52,216	\$0	\$52,216	100.0%
Book Stores-451211	\$49,255	\$0	\$49,255	100.0%
News Dealers and Newsstands-451212	\$2,961	\$0	\$2,961	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$21,794	\$0	\$21,794	100.0%
General Merchandise Stores-452	\$1,785,196	\$0	\$1,785,196	100.0%
Department Stores (Excluding Leased Departments)-4521	\$848,304	\$0	\$848,304	100.0%
Other General Merchandise Stores-4529	\$936,892	\$0	\$936,892	100.0%
Miscellaneous Store Retailers-453	\$330,305	\$127,659	\$202,646	44.2%
Florists-4531	\$28,028	\$0	\$28,028	100.0%
Office Supplies, Stationery, Gift Stores-4532	\$142,808	\$127,659	\$15,149	5.6%
Office Supplies and Stationery Stores-45321	\$81,137	\$0	\$81,137	100.0%
Gift, Novelty and Souvenir Stores-45322	\$61,671	\$127,659	(\$65,988)	(34.9%)
Used Merchandise Stores-4533	\$28,880	\$0	\$28,880	100.0%
Other Miscellaneous Store Retailers-4539	\$130,589	\$0	\$130,589	100.0%
Non-Store Retailers-454	\$1,092,406	\$0	\$1,092,406	100.0%
Foodservice and Drinking Places-722	\$1,404,006	\$635,283	\$768,723	37.7%
Full-Service Restaurants-7221	\$633,485	\$635,283	(\$1,798)	(0.1%)
Limited-Service Eating Places-7222	\$580,332	\$0	\$580,332	100.0%
Special Foodservices-7223	\$117,211	\$0	\$117,211	100.0%
Drinking Places -Alcoholic Beverages-7224	\$72,978	\$0	\$72,978	100.0%
GAFO *	\$3,310,257	\$127,659	\$3,182,598	92.6%
General Merchandise Stores-452	\$1,785,196	\$0	\$1,785,196	100.0%
Clothing and Clothing Accessories Stores-448	\$534,589	\$0	\$534,589	100.0%
Furniture and Home Furnishings Stores-442	\$312,584	\$0	\$312,584	100.0%
Electronics and Appliance Stores-443	\$303,062	\$0	\$303,062	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$232,018	\$0	\$232,018	100.0%
Office Supplies, Stationery, Gift Stores-4532	\$142,808	\$127,659	\$15,149	5.6%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 12
LEAKAGE ANALYSIS: PECONIC

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$19,455,923	\$22,670,022	(\$3,214,099)	(7.6%)
Motor Vehicle and Parts Dealers-441	\$2,699,182	\$19,636,780	(\$16,937,598)	(75.8%)
<i>Automotive Dealers-4411</i>	<i>\$2,298,117</i>	<i>\$19,636,780</i>	<i>(\$17,338,663)</i>	<i>(79.0%)</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$151,014</i>	<i>\$0</i>	<i>\$151,014</i>	<i>100.0%</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$250,051</i>	<i>\$0</i>	<i>\$250,051</i>	<i>100.0%</i>
Furniture and Home Furnishings Stores-442	\$444,310	\$86,281	\$358,029	67.5%
<i>Furniture Stores-4421</i>	<i>\$238,332</i>	<i>\$0</i>	<i>\$238,332</i>	<i>100.0%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$205,978</i>	<i>\$86,281</i>	<i>\$119,697</i>	<i>41.0%</i>
Electronics and Appliance Stores-443	\$455,181	\$0	\$455,181	100.0%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$338,996</i>	<i>\$0</i>	<i>\$338,996</i>	<i>100.0%</i>
<i>Household Appliances Stores-443111</i>	<i>\$82,630</i>	<i>\$0</i>	<i>\$82,630</i>	<i>100.0%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$256,366</i>	<i>\$0</i>	<i>\$256,366</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$95,904</i>	<i>\$0</i>	<i>\$95,904</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$20,281</i>	<i>\$0</i>	<i>\$20,281</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$2,331,136	\$1,129,371	\$1,201,765	34.7%
<i>Building Material and Supply Dealers-4441</i>	<i>\$2,147,349</i>	<i>\$0</i>	<i>\$2,147,349</i>	<i>100.0%</i>
<i>Home Centers-44411</i>	<i>\$878,178</i>	<i>\$0</i>	<i>\$878,178</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$50,413</i>	<i>\$0</i>	<i>\$50,413</i>	<i>100.0%</i>
<i>Hardware Stores-44413</i>	<i>\$182,090</i>	<i>\$0</i>	<i>\$182,090</i>	<i>100.0%</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$1,036,668</i>	<i>\$0</i>	<i>\$1,036,668</i>	<i>100.0%</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$408,427</i>	<i>\$0</i>	<i>\$408,427</i>	<i>100.0%</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$183,787</i>	<i>\$1,129,371</i>	<i>(\$945,584)</i>	<i>(72.0%)</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$26,816</i>	<i>\$0</i>	<i>\$26,816</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$156,971</i>	<i>\$1,129,371</i>	<i>(\$972,400)</i>	<i>(75.6%)</i>
Food and Beverage Stores-445	\$2,538,280	\$965,359	\$1,572,921	44.9%
<i>Grocery Stores-4451</i>	<i>\$2,312,488</i>	<i>\$0</i>	<i>\$2,312,488</i>	<i>100.0%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$2,198,670</i>	<i>\$0</i>	<i>\$2,198,670</i>	<i>100.0%</i>
<i>Convenience Stores-44512</i>	<i>\$113,818</i>	<i>\$0</i>	<i>\$113,818</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$68,835</i>	<i>\$0</i>	<i>\$68,835</i>	<i>100.0%</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$156,957</i>	<i>\$965,359</i>	<i>(\$808,402)</i>	<i>(72.0%)</i>
Health and Personal Care Stores-446	\$1,054,143	\$0	\$1,054,143	100.0%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$905,608</i>	<i>\$0</i>	<i>\$905,608</i>	<i>100.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$37,757</i>	<i>\$0</i>	<i>\$37,757</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$42,946</i>	<i>\$0</i>	<i>\$42,946</i>	<i>100.0%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$67,832</i>	<i>\$0</i>	<i>\$67,832</i>	<i>100.0%</i>
Gasoline Stations-447	\$2,177,807	\$468,600	\$1,709,207	64.6%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$1,613,757</i>	<i>\$0</i>	<i>\$1,613,757</i>	<i>100.0%</i>
<i>Other Gasoline Stations-44719</i>	<i>\$564,050</i>	<i>\$468,600</i>	<i>\$95,450</i>	<i>9.2%</i>
Clothing and Clothing Accessories Stores-448	\$892,698	\$0	\$892,698	100.0%
<i>Clothing Stores-4481</i>	<i>\$640,208</i>	<i>\$0</i>	<i>\$640,208</i>	<i>100.0%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$42,350</i>	<i>\$0</i>	<i>\$42,350</i>	<i>100.0%</i>
<i>Women's Clothing Stores-44812</i>	<i>\$161,626</i>	<i>\$0</i>	<i>\$161,626</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$31,382</i>	<i>\$0</i>	<i>\$31,382</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$346,139</i>	<i>\$0</i>	<i>\$346,139</i>	<i>100.0%</i>



Town of Southold
Leakage Analysis

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$15,745	\$0	\$15,745	100.0%
Other Clothing Stores-44819	\$42,966	\$0	\$42,966	100.0%
<i>Shoe Stores-4482</i>	<i>\$113,888</i>	<i>\$0</i>	<i>\$113,888</i>	<i>100.0%</i>
<i>Jewelry, Luggage, Leather Goods Stores-4483</i>	<i>\$138,602</i>	<i>\$0</i>	<i>\$138,602</i>	<i>100.0%</i>
Jewelry Stores-44831	\$128,337	\$0	\$128,337	100.0%
Luggage and Leather Goods Stores-44832	\$10,265	\$0	\$10,265	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$354,345	\$0	\$354,345	100.0%
<i>Sporting Goods, Hobby, Musical Instrument Stores-4511</i>	<i>\$247,276</i>	<i>\$0</i>	<i>\$247,276</i>	<i>100.0%</i>
Sporting Goods Stores-45111	\$123,330	\$0	\$123,330	100.0%
Hobby, Toys and Games Stores-45112	\$81,245	\$0	\$81,245	100.0%
Sew/Needlework/Piece Goods Stores-45113	\$19,481	\$0	\$19,481	100.0%
Musical Instrument and Supplies Stores-45114	\$23,220	\$0	\$23,220	100.0%
<i>Book, Periodical and Music Stores-4512</i>	<i>\$107,069</i>	<i>\$0</i>	<i>\$107,069</i>	<i>100.0%</i>
Book Stores and News Dealers-45121	\$73,640	\$0	\$73,640	100.0%
Book Stores-451211	\$69,480	\$0	\$69,480	100.0%
News Dealers and Newsstands-451212	\$4,160	\$0	\$4,160	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$33,429	\$0	\$33,429	100.0%
General Merchandise Stores-452	\$2,571,746	\$0	\$2,571,746	100.0%
<i>Department Stores (Excluding Leased Departments)-4521</i>	<i>\$1,254,950</i>	<i>\$0</i>	<i>\$1,254,950</i>	<i>100.0%</i>
<i>Other General Merchandise Stores-4529</i>	<i>\$1,316,796</i>	<i>\$0</i>	<i>\$1,316,796</i>	<i>100.0%</i>
Miscellaneous Store Retailers-453	\$464,452	\$383,631	\$80,821	9.5%
<i>Florists-4531</i>	<i>\$39,135</i>	<i>\$125,474</i>	<i>(\$86,339)</i>	<i>(52.5%)</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$200,798</i>	<i>\$127,659</i>	<i>\$73,139</i>	<i>22.3%</i>
Office Supplies and Stationery Stores-45321	\$114,090	\$0	\$114,090	100.0%
Gift, Novelty and Souvenir Stores-45322	\$86,708	\$127,659	(\$40,951)	(19.1%)
<i>Used Merchandise Stores-4533</i>	<i>\$43,069</i>	<i>\$74,386</i>	<i>(\$31,317)</i>	<i>(26.7%)</i>
<i>Other Miscellaneous Store Retailers-4539</i>	<i>\$181,450</i>	<i>\$56,112</i>	<i>\$125,338</i>	<i>52.8%</i>
Non-Store Retailers-454	\$1,487,392	\$0	\$1,487,392	100.0%
Foodservice and Drinking Places-722	\$1,985,251	\$0	\$1,985,251	100.0%
<i>Full-Service Restaurants-7221</i>	<i>\$892,099</i>	<i>\$0</i>	<i>\$892,099</i>	<i>100.0%</i>
<i>Limited-Service Eating Places-7222</i>	<i>\$828,293</i>	<i>\$0</i>	<i>\$828,293</i>	<i>100.0%</i>
<i>Special Foodservices-7223</i>	<i>\$166,968</i>	<i>\$0</i>	<i>\$166,968</i>	<i>100.0%</i>
<i>Drinking Places -Alcoholic Beverages-7224</i>	<i>\$97,891</i>	<i>\$0</i>	<i>\$97,891</i>	<i>100.0%</i>
GAFO *	\$4,919,078	\$213,940	\$4,705,138	91.7%
<i>General Merchandise Stores-452</i>	<i>\$2,571,746</i>	<i>\$0</i>	<i>\$2,571,746</i>	<i>100.0%</i>
<i>Clothing and Clothing Accessories Stores-448</i>	<i>\$892,698</i>	<i>\$0</i>	<i>\$892,698</i>	<i>100.0%</i>
<i>Furniture and Home Furnishings Stores-442</i>	<i>\$444,310</i>	<i>\$86,281</i>	<i>\$358,029</i>	<i>67.5%</i>
<i>Electronics and Appliance Stores-443</i>	<i>\$455,181</i>	<i>\$0</i>	<i>\$455,181</i>	<i>100.0%</i>
<i>Sporting Goods, Hobby, Book, Music Stores-451</i>	<i>\$354,345</i>	<i>\$0</i>	<i>\$354,345</i>	<i>100.0%</i>
<i>Office Supplies, Stationery, Gift Stores-4532</i>	<i>\$200,798</i>	<i>\$127,659</i>	<i>\$73,139</i>	<i>22.3%</i>

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Table 13
LEAKAGE ANALYSIS: SOUTHOOLD (HAMLET)

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
TOTAL RETAIL SALES INCLUDING EATING AND DRINKING PLACES: CUTCHOGUE	\$108,683,850	\$95,330,132	\$13,353,718	6.5%
Motor Vehicle and Parts Dealers-441	\$15,926,524	\$29,437,057	(\$13,510,533)	(29.8%)
<i>Automotive Dealers-4411</i>	<i>\$13,614,997</i>	<i>\$23,727,776</i>	<i>(\$10,112,779)</i>	<i>(27.1%)</i>
<i>Other Motor Vehicle Dealers-4412</i>	<i>\$901,180</i>	<i>\$3,401,419</i>	<i>(\$2,500,239)</i>	<i>(58.1%)</i>
<i>Automotive Parts/Accessories, Tire Stores-4413</i>	<i>\$1,410,347</i>	<i>\$2,307,862</i>	<i>(\$897,515)</i>	<i>(24.1%)</i>
Furniture and Home Furnishings Stores-442	\$2,490,168	\$1,591,355	\$898,813	22.0%
<i>Furniture Stores-4421</i>	<i>\$1,325,749</i>	<i>\$124,572</i>	<i>\$1,201,177</i>	<i>82.8%</i>
<i>Home Furnishing Stores-4422</i>	<i>\$1,164,419</i>	<i>\$1,466,783</i>	<i>(\$302,364)</i>	<i>(11.5%)</i>
Electronics and Appliance Stores-443	\$2,496,225	\$351,676	\$2,144,549	75.3%
<i>Appliances, TVs, Electronics Stores-44311</i>	<i>\$1,862,474</i>	<i>\$351,676</i>	<i>\$1,510,798</i>	<i>68.2%</i>
<i>Household Appliances Stores-443111</i>	<i>\$463,152</i>	<i>\$351,676</i>	<i>\$111,476</i>	<i>13.7%</i>
<i>Radio, Television, Electronics Stores-443112</i>	<i>\$1,399,322</i>	<i>\$0</i>	<i>\$1,399,322</i>	<i>100.0%</i>
<i>Computer and Software Stores-44312</i>	<i>\$524,002</i>	<i>\$0</i>	<i>\$524,002</i>	<i>100.0%</i>
<i>Camera and Photographic Equipment Stores-44313</i>	<i>\$109,749</i>	<i>\$0</i>	<i>\$109,749</i>	<i>100.0%</i>
Building Material, Garden Equipment Stores -444	\$13,148,211	\$23,168,488	(\$10,020,277)	(27.6%)
<i>Building Material and Supply Dealers-4441</i>	<i>\$12,132,697</i>	<i>\$22,257,704</i>	<i>(\$10,125,007)</i>	<i>(29.4%)</i>
<i>Home Centers-44411</i>	<i>\$4,949,579</i>	<i>\$0</i>	<i>\$4,949,579</i>	<i>100.0%</i>
<i>Paint and Wallpaper Stores-44412</i>	<i>\$282,158</i>	<i>\$439,754</i>	<i>(\$157,596)</i>	<i>(21.8%)</i>
<i>Hardware Stores-44413</i>	<i>\$1,021,574</i>	<i>\$4,996,481</i>	<i>(\$3,974,907)</i>	<i>(66.0%)</i>
<i>Other Building Materials Dealers-44419</i>	<i>\$5,879,386</i>	<i>\$16,821,469</i>	<i>(\$10,942,083)</i>	<i>(48.2%)</i>
<i>Building Materials, Lumberyards-444191</i>	<i>\$2,317,288</i>	<i>\$6,580,809</i>	<i>(\$4,263,521)</i>	<i>(47.9%)</i>
<i>Lawn, Garden Equipment, Supplies Stores-4442</i>	<i>\$1,015,514</i>	<i>\$910,784</i>	<i>\$104,730</i>	<i>5.4%</i>
<i>Outdoor Power Equipment Stores-44421</i>	<i>\$149,204</i>	<i>\$0</i>	<i>\$149,204</i>	<i>100.0%</i>
<i>Nursery and Garden Centers-44422</i>	<i>\$866,310</i>	<i>\$910,784</i>	<i>(\$44,474)</i>	<i>(2.5%)</i>
Food and Beverage Stores-445	\$14,098,025	\$15,171,662	(\$1,073,637)	(3.7%)
<i>Grocery Stores-4451</i>	<i>\$12,841,020</i>	<i>\$10,115,972</i>	<i>\$2,725,048</i>	<i>11.9%</i>
<i>Supermarkets, Grocery (Except Convenience) Stores-44511</i>	<i>\$12,218,503</i>	<i>\$10,115,972</i>	<i>\$2,102,531</i>	<i>9.4%</i>
<i>Convenience Stores-44512</i>	<i>\$622,517</i>	<i>\$0</i>	<i>\$622,517</i>	<i>100.0%</i>
<i>Specialty Food Stores-4452</i>	<i>\$380,687</i>	<i>\$228,900</i>	<i>\$151,787</i>	<i>24.9%</i>
<i>Beer, Wine and Liquor Stores-4453</i>	<i>\$876,318</i>	<i>\$4,826,790</i>	<i>(\$3,950,472)</i>	<i>(69.3%)</i>
Health and Personal Care Stores-446	\$6,247,586	\$3,923,179	\$2,324,407	22.9%
<i>Pharmacies and Drug Stores-44611</i>	<i>\$5,387,855</i>	<i>\$3,823,871</i>	<i>\$1,563,984</i>	<i>17.0%</i>
<i>Cosmetics, Beauty Supplies, Perfume Stores-44612</i>	<i>\$227,375</i>	<i>\$0</i>	<i>\$227,375</i>	<i>100.0%</i>
<i>Optical Goods Stores-44613</i>	<i>\$225,075</i>	<i>\$40,511</i>	<i>\$184,564</i>	<i>69.5%</i>
<i>Other Health and Personal Care Stores-44619</i>	<i>\$407,281</i>	<i>\$58,797</i>	<i>\$348,484</i>	<i>74.8%</i>
Gasoline Stations-447	\$11,774,600	\$10,378,468	\$1,396,132	6.3%
<i>Gasoline Stations With Convenience Stores-44711</i>	<i>\$8,710,155</i>	<i>\$9,441,269</i>	<i>(\$731,114)</i>	<i>(4.0%)</i>
<i>Other Gasoline Stations-44719</i>	<i>\$3,064,445</i>	<i>\$937,199</i>	<i>\$2,127,246</i>	<i>53.2%</i>
Clothing and Clothing Accessories Stores-448	\$4,618,844	\$1,307,248	\$3,311,596	55.9%
<i>Clothing Stores-4481</i>	<i>\$3,275,585</i>	<i>\$316,458</i>	<i>\$2,959,127</i>	<i>82.4%</i>
<i>Men's Clothing Stores-44811</i>	<i>\$223,489</i>	<i>\$316,458</i>	<i>(\$92,969)</i>	<i>(17.2%)</i>
<i>Women's Clothing Stores-44812</i>	<i>\$797,703</i>	<i>\$0</i>	<i>\$797,703</i>	<i>100.0%</i>
<i>Children's, Infant's Clothing Stores-44813</i>	<i>\$175,238</i>	<i>\$0</i>	<i>\$175,238</i>	<i>100.0%</i>
<i>Family Clothing Stores-44814</i>	<i>\$1,781,814</i>	<i>\$0</i>	<i>\$1,781,814</i>	<i>100.0%</i>



**Town of Southold
Leakage Analysis**

NAICS Code	2009 Demand (Consumer Expenditures)	2009 Supply (Retail Sales)	Opportunity Gap/Surplus	Leakage Factor
Clothing Accessories Stores-44815	\$79,423	\$0	\$79,423	100.0%
Other Clothing Stores-44819	\$217,918	\$0	\$217,918	100.0%
Shoe Stores-4482	\$574,197	\$0	\$574,197	100.0%
Jewelry, Luggage, Leather Goods Stores-4483	\$769,062	\$990,790	(\$221,728)	(12.6%)
Jewelry Stores-44831	\$712,322	\$990,790	(\$278,468)	(16.4%)
Luggage and Leather Goods Stores-44832	\$56,740	\$0	\$56,740	100.0%
Sporting Goods, Hobby, Book, Music Stores-451	\$1,932,955	\$602,037	\$1,330,918	52.5%
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$1,346,259	\$492,103	\$854,156	46.5%
Sporting Goods Stores-45111	\$667,101	\$150,732	\$516,369	63.1%
Hobby, Toys and Games Stores-45112	\$446,170	\$341,371	\$104,799	13.3%
Sew/Needlework/Piece Goods Stores-45113	\$107,419	\$0	\$107,419	100.0%
Musical Instrument and Supplies Stores-45114	\$125,569	\$0	\$125,569	100.0%
Book, Periodical and Music Stores-4512	\$586,696	\$109,934	\$476,762	68.4%
Book Stores and News Dealers-45121	\$405,957	\$109,934	\$296,023	57.4%
Book Stores-451211	\$382,870	\$109,934	\$272,936	55.4%
News Dealers and Newsstands-451212	\$23,087	\$0	\$23,087	100.0%
Prerecorded Tapes, CDs, Record Stores-45122	\$180,739	\$0	\$180,739	100.0%
General Merchandise Stores-452	\$14,087,901	\$228,223	\$13,859,678	96.8%
Department Stores (Excluding Leased Departments)-4521	\$6,815,003	\$228,223	\$6,586,780	93.5%
Other General Merchandise Stores-4529	\$7,272,898	\$0	\$7,272,898	100.0%
Miscellaneous Store Retailers-453	\$2,512,299	\$1,273,147	\$1,239,152	32.7%
Florists-4531	\$217,214	\$125,474	\$91,740	26.8%
Office Supplies, Stationery, Gift Stores-4532	\$1,118,359	\$382,975	\$735,384	49.0%
Office Supplies and Stationery Stores-45321	\$636,094	\$0	\$636,094	100.0%
Gift, Novelty and Souvenir Stores-45322	\$482,265	\$382,975	\$99,290	11.5%
Used Merchandise Stores-4533	\$234,227	\$371,928	(\$137,701)	(22.7%)
Other Miscellaneous Store Retailers-4539	\$942,499	\$392,770	\$549,729	41.2%
Non-Store Retailers-454	\$8,345,583	\$0	\$8,345,583	100.0%
Foodservice and Drinking Places-722	\$11,004,929	\$7,897,592	\$3,107,337	16.4%
Full-Service Restaurants-7221	\$4,947,950	\$5,336,387	(\$388,437)	(3.8%)
Limited-Service Eating Places-7222	\$4,585,411	\$2,314,637	\$2,270,774	32.9%
Special Foodservices-7223	\$924,890	\$246,568	\$678,322	57.9%
Drinking Places -Alcoholic Beverages-7224	\$546,678	\$0	\$546,678	100.0%
GAFO *	\$26,744,452	\$4,463,514	\$22,280,938	71.4%
General Merchandise Stores-452	\$14,087,901	\$228,223	\$13,859,678	96.8%
Clothing and Clothing Accessories Stores-448	\$4,618,844	\$1,307,248	\$3,311,596	55.9%
Furniture and Home Furnishings Stores-442	\$2,490,168	\$1,591,355	\$898,813	22.0%
Electronics and Appliance Stores-443	\$2,496,225	\$351,676	\$2,144,549	75.3%
Sporting Goods, Hobby, Book, Music Stores-451	\$1,932,955	\$602,037	\$1,330,918	52.5%
Office Supplies, Stationery, Gift Stores-4532	\$1,118,359	\$382,975	\$735,384	49.0%

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.